

December 2008

Living in Venice

Jenny Margaret Lund
Worcester Polytechnic Institute

Joshua Dean Luther
Worcester Polytechnic Institute

Stephanie M. Miskell
Worcester Polytechnic Institute

Tobin Patrick McGee
Worcester Polytechnic Institute

Follow this and additional works at: <https://digitalcommons.wpi.edu/iqp-all>

Repository Citation

Lund, J. M., Luther, J. D., Miskell, S. M., & McGee, T. P. (2008). *Living in Venice*. Retrieved from <https://digitalcommons.wpi.edu/iqp-all/2747>

This Unrestricted is brought to you for free and open access by the Interactive Qualifying Projects at Digital WPI. It has been accepted for inclusion in Interactive Qualifying Projects (All Years) by an authorized administrator of Digital WPI. For more information, please contact digitalwpi@wpi.edu.



Life in the “City of Water”

An Interactive Qualifying Project Report submitted to the Faculty of
WORCESTER POLYTECHNIC INSTITUTE
in partial fulfillment of the requirements for the Degree of Bachelor of Science

Project Center: Venice, Italy
Term: B08
Sponsoring Agency: City of Venice
Project Advisors: Fabio Carrera and Paul Davis

Submitted by:

Stephanie Miskell
Joshua Luther
Tobin McGee
Jenny Lund

Date: December 12, 2008
Email: Ve08-live@wpi.edu
Project Website: http://wikivenice.org/index.php/Living_in_Venice

Acknowledgments

Thank you to all of the Venetians who were willing to help us with our interviews, especially those who were willing but unable and tried their best despite the language barrier.

Thank you to Professor Fabio Carrera for giving us the opportunity to spend a term in Europe. Thank you to Professor Paul Davis for pushing us to do our best and reading all of our many, many drafts.

Thank you to Andrea Novello and Alberto Gallo for helping us with both our projects and our stay in Venice.

Thank you to Giovanni Pelizzato and 40xVenice for being so kind and helpful while giving our project direction.

Finally, thank you to the Young and Old IQP groups for their help and collaboration over the course of this project.

Abstract

This project revealed that Venetian community life is threatened by high cost of living and housing. Through interviews and investigations on quality of life in Venice, residents expressed concern that tourism was an underlying cause for the problems in the city. One problem was the decrease in resident population. Venetians also feel that tourism is related to the rise of non-residential housing. Increase of non-residential housing, or vacation homes lowered the availability of affordable housing for Venetians.

Authorship

As a group we all contributed equally in the data collection, writing and presenting that this project required.



Executive Summary

The Venetian lifestyle is treasured by its inhabitants but residents expressed concern about high cost of living and housing. Due to the lack of cars and separation from the mainland, the Historical Center of Venice has a distinct pace of life.

Venetians feel that life is less hectic and they do not worry about rushing from place to place. Many Venetians mentioned that the atmosphere in Venice was different from many other places and when probed further would describe it as “relaxed” and “laid back.” However residents complained about the lack of affordable housing. Studies have shown that the cost of housing in Venice is 300% more than the average Venetian can afford.

The purpose of our project was to identify the determinants of quality of life that are important to Venetians. Our project marks a turning point in the Venice Project Center’s history as its focus shifts from Venice itself to the Venetian people.

The first goal of our project was to determine the most important quality of life topics for Venetians. We spent three weeks interviewing native Venetians and mainland residents. Overall twenty eight interviews were conducted, six of which were with Mestre residents. Although we asked a total of ten questions, we focused on “What is your favorite aspect of Venice?” and “What is your least favorite aspect of Venice?” The result of our interviews was a diagram depicting the words most frequently mentioned. In the diagram, larger words are the ones that were mentioned more frequently.

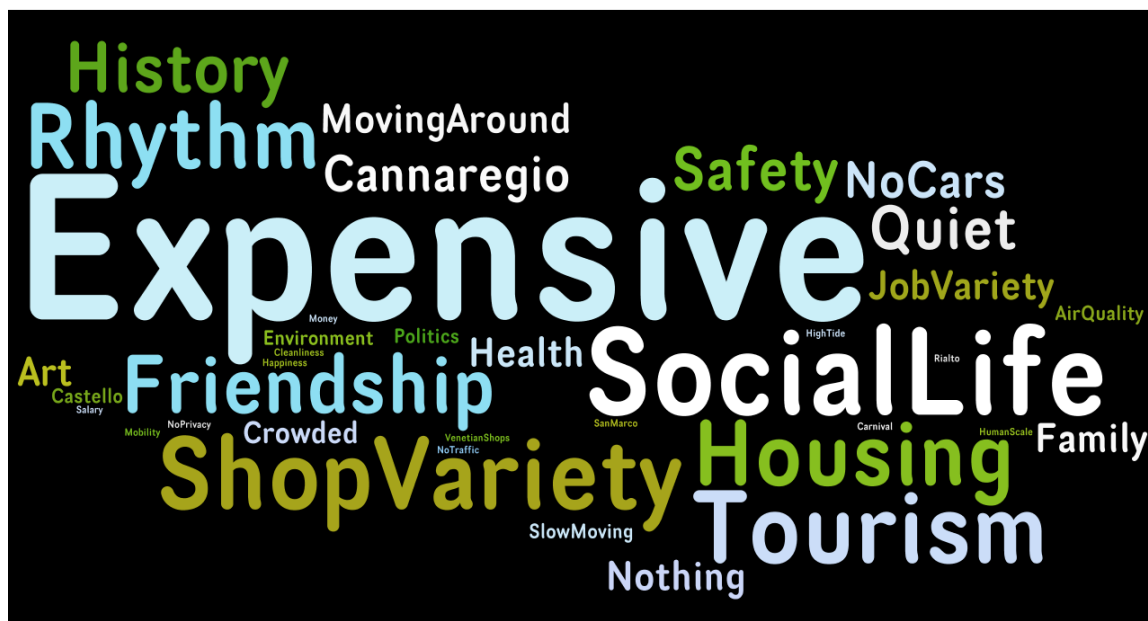


Figure 1: Interview Frequency Diagram

Our studies identified the significant quality of life topics to be cost of living, housing, shop variety, community life, and tourism. As mentioned above, many Venetians are concerned about cost of housing. The rise in hotels and bed and breakfasts has drastically changed Venice's housing market. As more tourists visit the city, more hotels and bed and breakfasts are needed. Residents feel that the increase in tourism has reduced the availability of affordable housing.

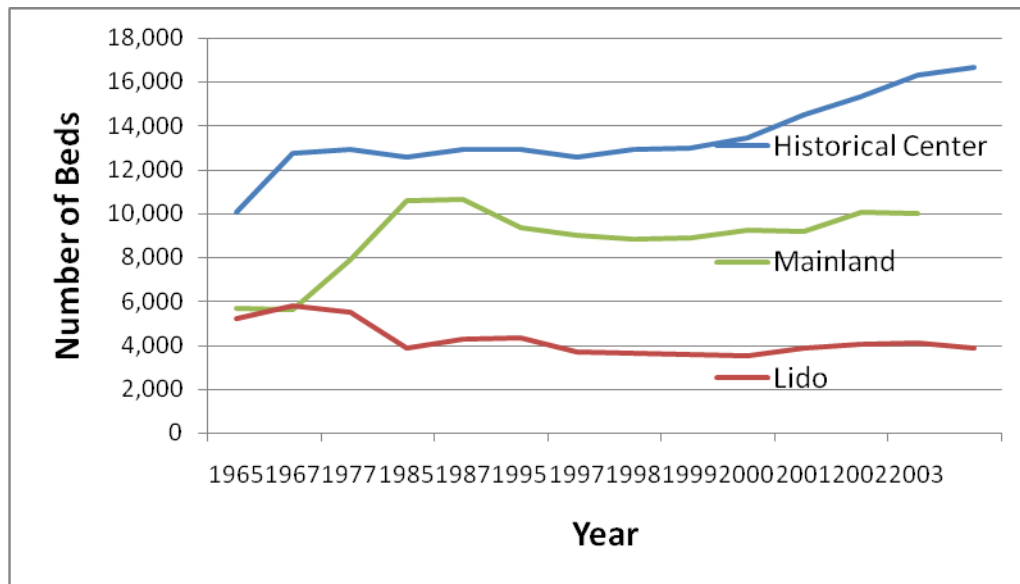


Figure 2: Number of Hotel Beds

The correlation between the number of tourists and the percentage of homes occupied by residents can be seen below in Figure 3.

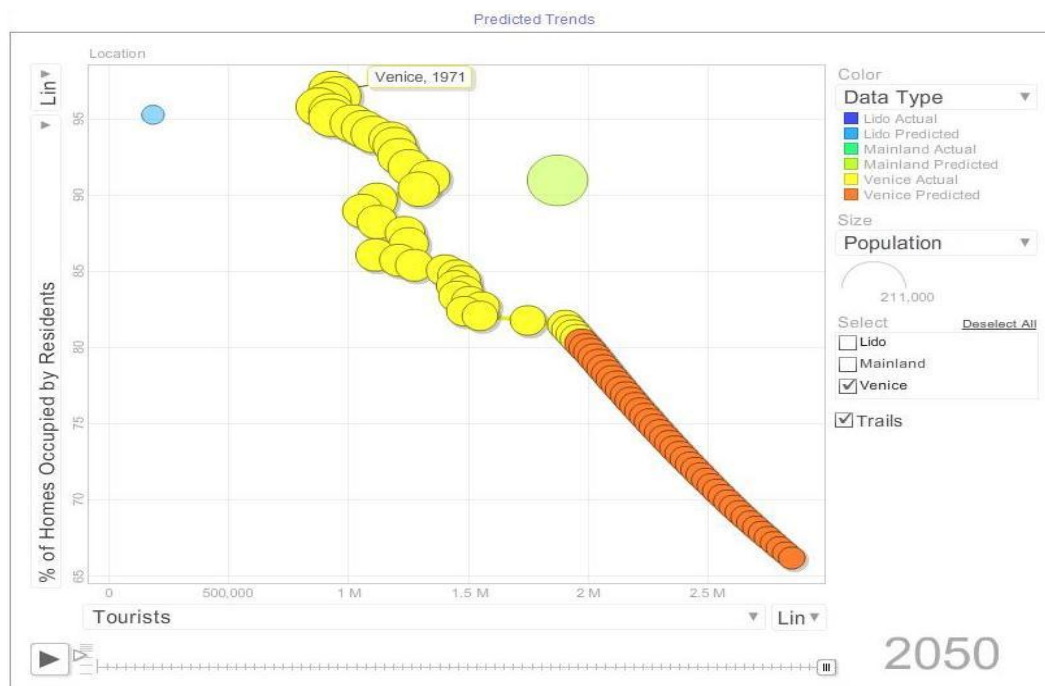


Figure 3: Percentage of Homes Occupied by Residents and Number of Tourists

Another frequent response to “What is your least favorite aspect of Venice” was cost of living. On average, food items in Venice cost 18% more than the mainland. The increase in prices is believed to be caused by the cost of transportation from the mainland to the island. One Venetian said “I will go to the mainland to shop because it is much cheaper”.

The lack of variety of shops in Venice is a major concern among many Venetians. Many residents feel that the city lacks the stores that are needed to acquire the basic necessities of life at reasonable costs. One lady said “All our stores are becoming glass and mask shops. Pretty soon all we will have will be glass and mask shops. We can’t eat glass and masks.”

Venetians feel that tourism is a threat to their tight knit communities. “Tourism is like oil, spreading out from the center of Venice, wiping out the community life”. Many residents that we interviewed believe the Venetian community in danger of being wiped out by tourism.

Our project recommends that further steps are taken to investigate specific areas of Venetian life. One of the first areas of interest that we discovered, but were unable to investigate fully was the growing trend of people commuting into Venice every day. It appears that as more residents move out of the city, there will be a growing number of commuters who will be traveling to work from the Mainland. We also believe that further research must be done on the housing issues that the Venetian people are facing. Through our interviews we were able to identify what the government has been doing to help the residents of Venice. In actuality we found out that residents feel that the Venetian government has not taken sufficient action to help protect the city. Finally, we recommend that steps be taken to work with the organization 40xVenice to help preserve the Venetian way of life. We feel that it would be an excellent collaborator and that working with them in the future would be very beneficial.

Table of Contents

Acknowledgments.....	2
Abstract.....	3
Authorship	4
Executive Summary.....	5
1 Introduction	12
2 Background	14
2.1 Early Years.....	16
2.1.1 Birth Rate	16
2.1.2 Daycare	17
2.1.3 Schooling.....	17
2.2 Adolescence	17
2.2.1 Secondary Schooling	17
2.3 Young Adult.....	18
2.3.1 Universities.....	18
2.4 Adult.....	18
2.4.1 Job Market	18
2.4.2 Housing	20
2.4.3 Community and Family Life.....	22
2.5 Late Adulthood.....	23
2.5.1 Retirement	23
2.6 Senior Citizen	24
2.6.1 Diamond Card	24
2.6.2 Service Organization	24
2.6.3 Social Security Benefits	24
2.7 Quality of life.....	25
3 Methodology.....	27
3.1 Investigating Venetians' opinions on the quality of life	28
3.2 Analyzing all relevant factors pertaining to life in Venice	30
3.3 Exploring actions taken by the Venetian government or other key organizations involved.....	32
3.4 Predicting future trends of Venice based on data	33
4 Findings	36

4.1	Interview Findings	36
4.2	Overall Findings.....	36
4.2.1	Favorite Aspects of Venice	37
4.2.2	Least Favorite Aspects of Venice	38
4.2.3	Aspects Venetians Would Like to Change.....	39
4.2.4	Most Important Quality of Life Topic.....	40
4.3	Findings by Demographic.....	41
4.3.1	Male and Female.....	42
4.3.2	Young, Middle Aged and Old	44
4.3.3	Current Residents vs. Moved to Mestre	46
4.3.4	Other Trends	48
4.4	Cases of Interest.....	49
4.4.1	Mary	49
4.4.2	Kyle.....	50
5	Analysis	52
5.1	Housing and Hotels	52
5.2	Cost of Living and Lack of Shop Variety	53
5.3	Community Life and Pace of Life	56
5.4	Population Decline	57
6	Recommendations for Future Projects	59
6.1	Working in Venice and Commuting to Venice	59
6.2	Housing in Venice.....	60
6.3	Moving in Venice.....	60
6.4	Politics of Venice	61
6.5	Population Trends	62
6.6	40xVenice.....	63
7	Conclusions	64
	Bibliography	66
	Appendix A – Annotated Bibliography.....	69
	Appendix B - Interviews	77
	Appendix C – Coding	108
	Appendix D – Categorization of Stores from Retail E’05 Project.....	110

Figure 1: Interview Frequency Diagram	5
Figure 2: Number of Hotel Beds.....	6
Figure 3: Percentage of Homes Occupied by Residents and Number of Tourists	6
Figure 4: Human Timeline	14
Figure 5: Percentage of Venetians in the various age groups in the Historical Center of Venice	15
Figure 6: Population and Emigration	16
Figure 7: Breakdown of Venezia Job Market	19
Figure 8: Number of Beds in Venice	21
Figure 9: Venice's Six <i>Sestieri</i>	23
Figure 10: Population of Venetians 65+	24
Figure 11: Quality of Life Matrix	26
Figure 12: Map of Study Area	27
Figure 13: Word Cloud Example	31
Figure 14: Overall Word Cloud.....	31
Figure 15: Example of Motion Chart.....	34
Figure 16: Overall Results	36
Figure 17: Word Cloud of Favorite Aspects	37
Figure 18: Favorite Aspects of Venice Pie Chart	37
Figure 19: Word Cloud of Least Favorite Aspects.....	38
Figure 20: Least Favorite Aspects of Venice	39
Figure 21: Word Cloud of Aspects Venetians Would Like to Change	39
Figure 22: Aspects Venetians Would Like to Change.....	40
Figure 24: Most Important Quality of Life Topics	41
Figure 23: Word Cloud of Most Important Quality of Life Topic	40
Figure 25: Male Word Cloud	42
Figure 26: Female Word Cloud	42
Figure 27: % Dislikes for Women	43
Figure 28: % Dislikes for Men.....	43
Figure 29: 17-30 Word Cloud.....	44
Figure 30: 31 - 50 Word Cloud	45
Figure 31: 17- 30 Dislikes	45
Figure 32: 31 - 50 Dislikes	46
Figure 33: Current Residents Word Cloud	46
Figure 34: Moved to Mestre Word Cloud	47
Figure 35: Venetian Likes	47
Figure 36: Moved to Mestre Dislikes	48
Figure 37: Dorsoduro Shop Breakdown in 1970	54
Figure 38: Dorsoduro Shop Breakdown in 2005	54
Figure 39: Cannaregio Shop Breakdown in 1970	55
Figure 40: Cannaregio Shop Breakdown in 2005	55
Figure 41: Predicted Venetian Population and Number of Tourists.....	57

Figure 42: Motion Chart of Predicted Trends 65

1 Introduction

Quality of life studies are important because they give an overall understanding of the well-being of a city. These studies highlight the successful aspects of a city while exposing areas where improvements need to be made. Cities with a good quality of life often attract more business, tourism, residents, and a skilled labor force.¹ Organizations such as Mercer, a human resource consulting firm, Urban Audit, and Euro Stat undertake the daunting task of collecting data on various aspects of cities in order to assess their quality of life. Mercer, for example, uses 10 categories and 39 criteria to evaluate 380 cities worldwide². Urban Audit focuses on categories similar to Mercer's plus others for a total of over 250 categories, depending upon an individual city's characteristics and state of development. Unlike Mercer, Urban Audit only studies European cities.³ Such studies are essential to guide analysts and policy makers in finding ways to improve the environments of their cities.

The Urban Audit study allows various European cities to be compared to one another; moreover, it helps illustrate where cities excel or fall behind. For example, Urban Audit ranked 32 Italian cities based on cost to buy an apartment per square meter. Milan was top of the list with an average cost of € 2,715 per square meter and Venice ranked fifth highest with an average cost of € 2,272 per square meter. These are much higher than Italy's average of € 1,548 per square meter. This indicates that Venice has a cost of housing situation and is a factor that lowers Venetian quality of life.

Even though Venice shares many similar characteristics to that of other Italian cities, there are various environmental differences that set it apart. A professional staff member of the Historical Archives in Venice said that "Venice is a unique city; there is no other place like it in the world." Some of the more important factors that make up life in Venice are pace of life, tourism, cost of living, and cost of housing. Many Venetians mentioned that the city has a slow pace of life due to the absence of cars and separation from the mainland. The Venetian atmosphere is different from both the mainland of Venice and Lido, and is said to have "a less stressful environment". Tourism plays an incredibly important role in the functioning of Venetian daily life and economy; it brings in approximately € 12

¹ Feldmann, Berthold. *Eurostat*. March 23, 2008. http://epp.eurostat.ec.europa.eu/cache/ITY_OFFPUB/KS-SF-08-082/EN/KS-SF-08-082-EN.PDF (accessed October 5, 2008).

² Mercer. www.imercer.com/uploads/common/pdfs/definingqualityofliving.pdf. (accessed September 8, 2008).

³ Urban Audit. <http://www.urbanaudit.org/> (accessed October 5, 2008).

billion a year.⁴ Over the past year about two million tourists visited Venice.⁵ Furthermore, 76% of the job market in the province of Venezia is focused towards services that cater towards tourism.⁶ In addition, Venetians must deal with an exceedingly high cost of living. The cost of the 32 food items used to calculate the consumer price index in August 2008 was 18% higher in the Historical Center than in Mestre. Overall, in 2007 Venice ranked fourth out of fourteen major Italian cities for highest consumer price index which included inflation.⁷

The population of Venice has been steadily decreasing over the past 50 years due to the high cost of living, low availability of affordable housing for residents, and an increase of tourists. Past projects that have been done by Worcester Polytechnic Institute students have focused on the city of Venice. It is important to study Venetians because they encompass the character of the city. A quality of life study is appropriate because it will gain insight on the issues of Venice that affect its residents.

The goal of our project is to determine the main factors that influence the quality of life in Venice and to make that information available in English. We collected Venetians' opinions of their quality of life through informal interviews. We found that the most important quality of life topics were pace of life, cost of living, and cost of housing. Venetians dislike tourists because they threaten traditional neighborhoods and stores.

⁴ Povoledo, Elisabetta. *Venetian transport leaves tourists high and dry*. January 21, 2008. <http://www.iht.com/articles/2008/01/21/europe/venice.php> (accessed December 7, 2008).

⁵ Venice in Peril - The British Committee for the Preservation of Venice. <http://www.veniceinperil.org> (accessed September 15, 2008).

⁶ Citta' di Venezia. <http://www.comune.venezia.it> (accessed September 15, 2008).

⁷ Urban Audit. <http://www.urbanaudit.org/> (accessed October 5, 2008).

2 Background

In order to examine the quality of life of a Venetian, we must first examine Venetian life in its entirety from cradle to grave. We classified Venetian Life into three general stages which are further categorized into smaller sections as seen in Figure 4.

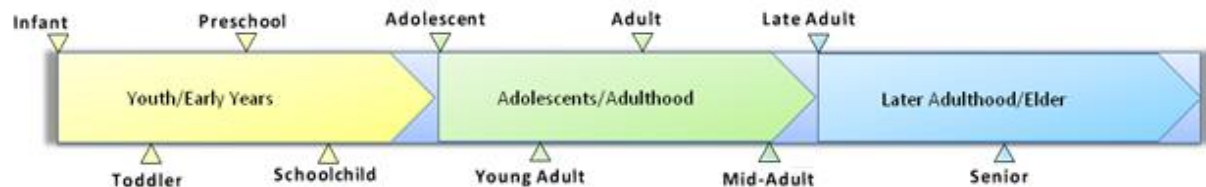


Figure 4: Human Timeline

Currently in Venice each age demographic is facing a specific situation. Venice's youth population makes up an inordinately small portion of the overall population. The youth make up a total of 14% of the population in Venice compared to 18% in Italy. On the other hand, Venice's elderly population makes up a larger portion of the populace. A total of 25% of the Venetian population is considered to be elderly, while only 19% of Italy's population is elderly.⁸

Coupling these facts with Venice's distinct economic landscape and migration troubles, the life of a Venetian varies greatly across its stages. Below is a figure that shows the percent of women and men in each age group in the "centro storico" or historical center of Venice. The historical center is an island in the lagoon, located off of the mainland of Venice. In the figure, the right hand side represents female population and the left hand side represents male. Also, the horizontal axis of the figure is percentage, which indicates the percentage of people in each age group. There is a bulge in the upper portion of the graph indicating that there is an uneven distribution in the population, greatly weighing towards late adulthood and older.

⁸ *Citta' di Venezia*. <http://www.comune.venezia.it> (accessed September 15, 2008).

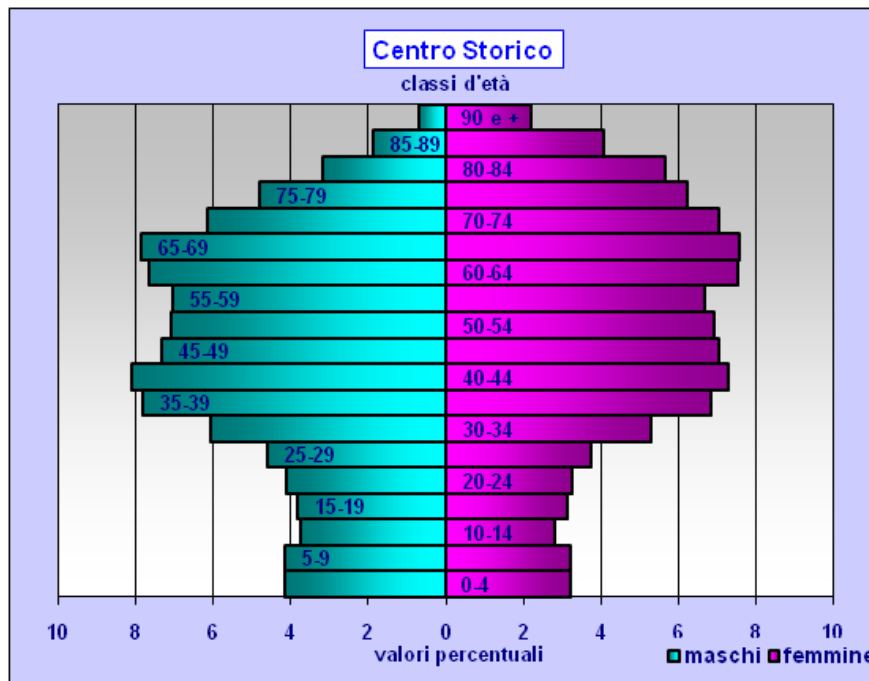


Figure 5: Percentage of Venetians in the various age groups in the Historical Center of Venice

In 1980 the population of the commune of Venice was 352,453 people and in 2007 the population was documented at 269,545. In order to get a better idea of the decrease in the population of Venice, between the years of 1981 and 2001 there was a decrease of 21.7%.⁹ There are two explanations for this bottle neck effect in the population, migration and birthrate, both of which will be discussed thoroughly in the following section.

In 2006 there were 268,934 people living in the commune of Venice. Of these people, 5,736 migrated out of the city, which is about a 2.1% population decrease in one year alone.¹⁰ On an international scale Italy's growth rate is extremely low. In 2000 the growth rate was documented at being 0.28% and in 2040 the growth rate is predicted to be -0.47%.¹¹ This indicates that if the emigration of people does not slow down, it will be virtually impossible to keep a native population of Venetians.

⁹ Ibid.

¹⁰ Istituto nazionale di statistica. <http://www.istat.it/english/databanks.html> (accessed October 5, 2008).

¹¹ "US Census Bureau." US Census Bureau. <http://www.census.gov/> (accessed 09 15, 2008).

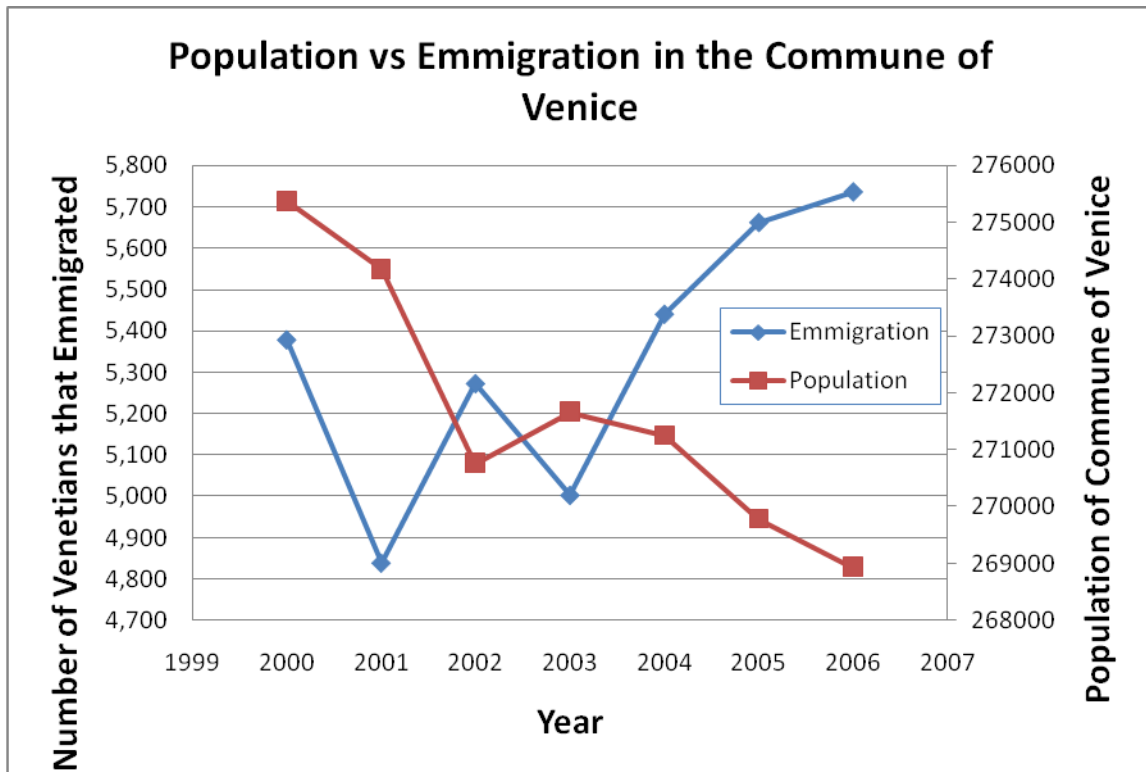


Figure 6: Population and Emigration

2.1 Early Years

The early years encompass birth and the beginning stages of a child's development.

2.1.1 Birth Rate

As discussed above, the size of the youth population of Venice is steadily decreasing. A major cause in the drop in population is a low birth rate. In 2000 the birth rate of women in Italy was 1.23, which is extremely low compared to that of other cities.¹² In order for a population to grow the average birth rate needs to be 2.1 or 2.2. Currently there are not enough children per family in Venice to replace its population. Low birth rates cause an uneven distribution between the age .

¹² "US Census Bureau." *US Census Bureau*. <http://www.census.gov/> (accessed 09 15, 2008).

2.1.2 Daycare

Daycare is an important issue that concerns many Venetians. Due to the decreasing number of youth in Venice, many social programs and activities for children have been cut. Many daycare centers have been closed, forcing parents to find other options for childcare. A babysitter can be costly and difficult to find, therefore most women choose to stay home to raise a family. Grandparents will also take the role as babysitter, but this is not the case for every situation.¹³

2.1.3 Schooling

Around the age of three or four, children will go to “scuola dell’infanzia” or kindergarten.¹⁴ Children will usually complete three years of kindergarten before moving on to primary schooling around the age of six. Primary school, which is similar to elementary school, will last five years and can be completed in a public or private school. ¹⁵

At the age of 11, students will then move on to “scuola secondaria” or secondary school. There are two stages of secondary school, lower and upper secondary school. Lower secondary school lasts three years and is the equivalent of middle school. In order to move on to upper secondary school one must be awarded their “diploma di licenza media” or lower secondary school diploma.¹⁶

2.2 Adolescence

During adolescence children will move through the remaining levels of school and prepare themselves for university. This is a very important stage in life because there is a transition from child to adult and preparation for the “real world” begins.

2.2.1 Secondary Schooling

Upper secondary school begins around the age of 14 and is equivalent to the United States high school. This stage of schooling will last five years, allowing students to graduate around the age of 19. The two choices for upper secondary schooling are “liceo” and “istituto”. Liceo is for those who wish to continue on to university and istituto is for more practical and technical training.

At the end of the five years in upper secondary school, a student may decide to study for their “diploma di maturita” or upper secondary school diploma. This consists of an oral exam and three

¹³ "Italy's Way of Life." http://library.thinkquest.org/J0112187/italy_way_of_life.htm (accessed 09 29, 2008).

¹⁴ *Citta' di Venezia*. <http://www.comune.venezia.it> (accessed September 15, 2008).

¹⁵ *Citta' di Venezia*. <http://www.comune.venezia.it> (accessed September 15, 2008).

¹⁶ Secondary Schooling in Italy

written exams. If a student receives their upper secondary school diploma you are automatically qualified for enrollment in a university.¹⁷

2.3 Young Adult

Students have the option of continuing to tertiary level education or breaking into the job market. A total of 49.9% of Italians pursue tertiary education as compared to a global average of 22.9%.¹⁸ The job market in Venice is heavily focused on the service industry. The homogeneous job market causes Venetians to seek careers in other Italian cities or out of the country where the service industry is not as overwhelmingly dominant.

2.3.1 Universities

University in Italy offers Bachelor, Masters and Doctoral degrees, also known as Laurea, Laurea Specialistica and Dottorato di Ricerca, respectively.¹⁹ The University of Architecture in Venice (IUAV), established in 1926, is one of the universities located in Venice. The university specializes in architecture, housing production, industrial design, visual arts and entertainment, sciences, town and country planning, and geographic information systems.²⁰

2.4 Adult

In this stage of life it is common for one to get a job, buy a home, and start a family. One could say that this is when “real life” begins. As defined by Robyn Hartley the start of adulthood is “the transition from school to the workforce, from living in their parents’ home to living outside their parents home, and from being financially dependent to being financially independent.”²¹

2.4.1 Job Market

Approximately 2,000,000 tourists visit Venice each year.²² As a result, the service industry takes up approximately 80% of job market in Venice. Construction, manufacturing and agriculture make up the other 20% (Figure 7). College graduates that cannot work in the service industry must seek jobs

¹⁷ Secondary Schooling in Italy

¹⁸ <http://www.iuav.it/English-Ve/Department/index.htm>

¹⁹ The Italian Educational System. <http://www.ilsegnalibro.com/educatio.html> (accessed October 12, 2008).

²⁰ Citta' di Venezia. <http://www.comune.venezia.it> (accessed September 15, 2008).

²¹ Hartley, Robyn. *Adulthood 'The time you get serious about the rest of your life'*.

²² Venice in Peril - The British Committee for the Preservation of Venice. <http://www.veniceinperil.org> (accessed September 15, 2008).

elsewhere in Italy. One of the possible causes of the major decrease in the number of younger Venetians may be college graduates leaving the city due to the lack of variety in the job market.²³

Despite the lack of job variety in Venice the unemployment rate in Venice is low. Currently the unemployment rate is less than 5% while the national average of 6.2%.²⁴ However, the high level of job availability does not necessarily indicate great economic conditions. In 2008 the median starting salary for Italy was €22,391 while Venice's median starting salary was €19,100.²⁵ The problem of low starting salaries, a homogeneous job market, and a high cost of living make for an economic sector that is hostile for young people trying to start their careers.

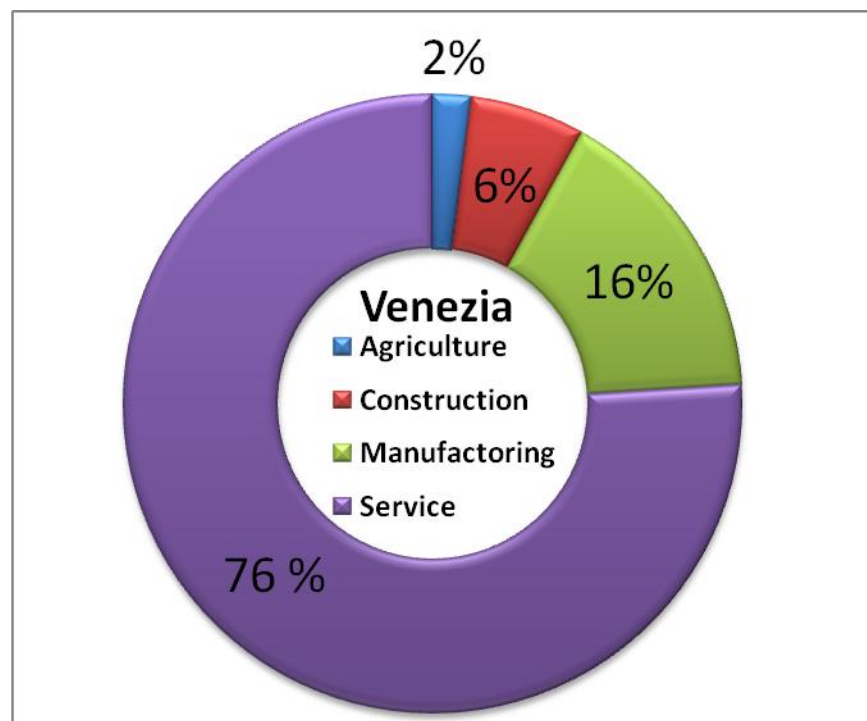


Figure 7: Breakdown of Venezia Job Market

²³ Central Intelligence Agency. October 2, 2008. <https://www.cia.gov/library/publications/the-world-factbook/geos/it.html> (accessed September 20, 2008).

²⁴ Central Intelligence Agency. October 2, 2008. <https://www.cia.gov/library/publications/the-world-factbook/geos/it.html> (accessed September 20, 2008).

²⁵ Payscale. <http://www.payscale.com/research/IT/City=Venice/Salary> (accessed November 13, 2008).

2.4.2 Housing

Housing in the Historical Center of Venice is very expensive which makes it difficult for Venetians to buy homes. Of the entire housing stock in Venice, only 61.7% of the houses are occupied by residents. A total of 29.3% of the houses are associated with non-resident use (such as vacationers) and then 9% of the houses are unoccupied.

Due to the large number of tourists that visit Venice each year, a major sector of the Venetian housing market is dedicated to short-term rentals. Over the last three decades the Commune of Venice has been faced with a drastic increase in rental prices. The high costs have forced residents to move out of the historical center of Venice and to the mainland. On the other hand non-residents living in Venice are willing to pay almost any price for their short stays in the city, which effectively out bids Venetians for housing.²⁶ Due to this high demand for housing, the property values have increased by almost 800%, making it nearly impossible for residents to afford to live in Venice.²⁷

National, regional, and municipal laws have been put in place regulate the rental and housing market. During the 1970's laws were passed pertaining to rental control and land regulations. Some of the first laws passed were used to help create additional public housing dwellings throughout the nation and to regulate the excessive segmentation in the rental market. These laws were used to regulate the cost of public housing and set all leases to expire after four years. Although these laws were thought to help Italians with lower incomes by putting the housing prices below the market price, it had the exact opposite effect. Landlords and property owners took this opportunity of a four year lease to evict the tenants with low incomes and find new tenants who were willing to pay higher prices for the same dwellings. In the end these laws did not help the housing market, but resulted in catering to high paying renters and short term rentals.²⁸

In an effort by the Italian government to reduce the demand for public housing and rent subsidies, as well as promote rentals for residents within city centers, a systematic plan for rent regulation was developed. In 1998 a national law offered tax breaks to individuals who rented according to the specified regulations. In the historical center of Venice there are three homogeneous housing zones which are defined. The prices for these zones are designed to be approximately twenty-five

²⁶ Martin, Jonathan, Geoffery San Antonio, Nathan Starbard, and Herbert Wibisono. "Assessment of the Non-resident Housing Market in Venice, Italy." IQP, Venice, Italy, 2001.

²⁷ Venice in Peril - The British Committee for the Preservation of Venice. <http://www.veniceinperil.org> (accessed September 15, 2008).

²⁸ Martin, Jonathan, Geoffery San Antonio, Nathan Starbard, and Herbert Wibisono. "Assessment of the Non-resident Housing Market in Venice, Italy." IQP, Venice, Italy, 2001.

percent below market value. The reduction in these costs hoped to make renting more affordable for residents living in Venice. If an owner agreed to follow the regulations he or she is entitled to a significant tax break.²⁹

In Venice there was one particular municipal law that changed rentals and housing drastically. The Commune di Venezia passed Law 49 in 1999 that was intended to deal with the expected increase in tourism due to the 2000 Jubilee Year celebration. This law eased rental rules and allowed the creation of bed and breakfast type hotels. Usually bed and breakfasts are run out of local houses and involve the rental of spare rooms.³⁰

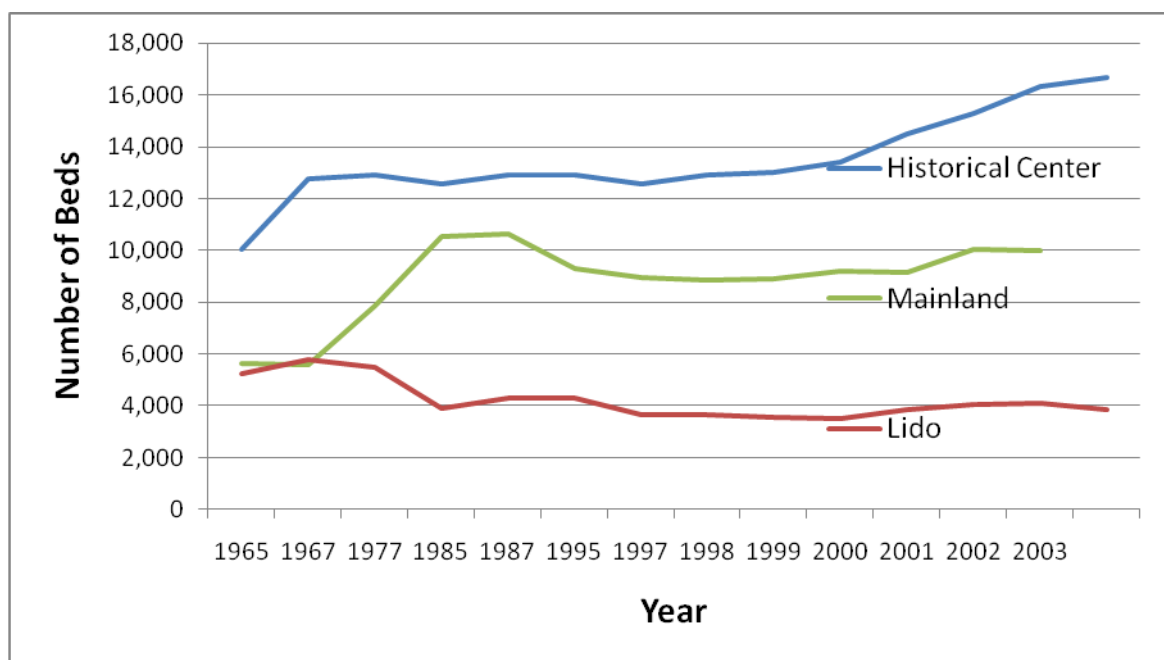


Figure 8: Number of Beds in Venice

In the graph above, the number of available beds has increased significantly since 1999. The increase was caused by Law 49 that the Commune di Venezia passed in 1999.

A 2004 study by Urban Audit showed the cost to buy an apartment in Venice was € 2,272 per square meter. The average of Italy was € 1,548 per square meter. Venice had the fifth highest cost of housing compared to 32 different cities in Italy.³¹ The costs of non-residential dwellings are based on

²⁹ Martin, Jonathan, Geoffery San Antonio, Nathan Starbard, and Herbert Wibisono. "Assessment of the Non-resident Housing Market in Venice, Italy." IQP, Venice, Italy, 2001.

³⁰ Martin, Jonathan, Geoffery San Antonio, Nathan Starbard, and Herbert Wibisono. "Assessment of the Non-resident Housing Market in Venice, Italy." IQP, Venice, Italy, 2001.

³¹ Urban Audit. <http://www.urbanaudit.org/> (accessed October 5, 2008).

sestieri. Weekly and monthly rental costs behave exactly opposite of each other. In 2001 the most popular rental area of the historical center of Venice was San Marco. San Marco also happened to have the most expensive monthly rentals, but the least expensive weekly rentals. It was also shown that the monthly rental costs decreased as the distance from the main tourist attractions increased. In this situation the exact opposite was true for weekly rentals. It costs less to have a weekly apartment near the main tourist attractions.³²

Overall it is a daunting and difficult task for a Venetian to buy a home or apartment. The tourist industry has caused a large influx in the amount of hotels and bed and breakfasts. Also, there is an increase in the amount of houses that are rented out to tourist. Tourists that come to Venice will pay almost any rental price. Venetians cannot compete with the high housing costs.

2.4.3 Community and Family Life

Similar to that of many other Italian cities, family life is very important in Venice. Celebrations and Sunday dinners are still very common where grandparents, aunts, uncles, and cousins are invited over to spend time together. It is also very typical for children stay with their parents until they are married, which makes the families very close nit. Even after children move out, often they will move back in to help their aging parents.³³

Along with family life, community life is also important. Venice is divided into six different districts, which are commonly known as *sestieri*. Within these *sestieri* there are different parishes, which are small social and administrative units of Venice. *Sestieri* are what make up the various communities throughout Venice. It is very common for one to live in the same *sestieri* for their entire life. Individuals who grow up in a specific *sestieri* often have a close connection to it for their entire life. The graph below shows the six different *sestieri* in Venice. The Grand Canal is the main divider for which the *sestieri* are split apart (Figure 9).³⁴

³² Martin, Jonathan, Geoffery San Antonio, Nathan Starbard, and Herbert Wibisono. "Assessment of the Non-resident Housing Market in Venice, Italy." IQP, Venice, Italy, 2001.

³³ Family Life in Italy

³⁴ Click, Venice. *Venice's Six Sestieri*. 2000. <http://www.veniceclick.net/Guide/Sestieri-Venice.htm> (accessed November 14, 2008).



Figure 9: Venice's Six Sestieri

2.5 Late Adulthood

The bridges and narrow alleys pose as challenges to elderly Venetians. It is in this stage of Venetian's life that they begin to think about how they are going to be taken care of as they age. The older Venetians would typically have downsized into a smaller house at this point. Due to Venice high cost of housing, downsizing is quite normal for aging Venetians.³⁵

2.5.1 Retirement

Italy has become a popular place for retired people from around the world. Not only is Italy's lifestyle valued, but it also has lower taxes than other places. All income and federal gains are taxed a mere 12.5% compared to other European countries that tax up to 40%. The low taxes attract other Europeans to retire in Italy instead of their own country.³⁶

³⁵ Aenlle, Conrad de. "AtHomeAbroad: Reading the fine print on an Italian retirement." *International Herald Tribune*, November 23, 2002: 1-2.

³⁶ Aenlle, Conrad de. "AtHomeAbroad: Reading the fine print on an Italian retirement." *International Herald Tribune*, November 23, 2002: 1-2.

2.6 Senior Citizen

In 2005 senior citizens made up 28% of the population and in 2007 they make up 29% of the population. If this trend continues, the elderly will make up a third of the historical center's population by 2015.³⁷

Year	Population 65+	Total Population	% 65+
2006	17598	61613	28.6
2008	17528	60214	29.1
2015	16633	55020	30.2

Figure 10: Population of Venetians 65+

2.6.1 Diamond Card

Venice offers a discount card to senior citizens called the Diamond Card. The purpose of the card is to help the elderly with the prices of primary goods and services in Venice. For example, the Diamond Card can be used at the grocery store, pharmacy, large retailers, and hardware stores.³⁸

2.6.2 Service Organization

Moving around in Venice affects the elderly greatly as many have limited mobility. Since the majority of transportation is either done on foot or by boat, elderly Venetians need some help moving around the city. The organization of Disabled, Elderly, and Mental Help services is in charge of making sure that all the areas of Venice have easily accessible entrances and exits.³⁹

A card was created by the organization called the "Carta dei Servizi" or Service Card.⁴⁰ There are various cards that assist all age groups and there are many services that the card offers. Depending on your individual situation, the type of card you receive will be determined by the organization.⁴¹

2.6.3 Social Security Benefits

Since there is such a large portion of older people, many services have been created to help out the elderly and make their life more enjoyable. The Italian Social Security System benefits employed

³⁷ "T01: Residenti Previsti Al 31.12 Di Ogni Anno - Centro Storico." Città di Venezia: Modello di Previsione Demografica. <http://www.comune.venezia.it/flex/cm/pages/ServeBLOB.php/L/IT/IDPagina/4703> (accessed 10/04, 2008).

³⁸ *Città di Venezia*. <http://www.comune.venezia.it>

³⁹ *Città di Venezia*. <http://www.comune.venezia.it>

⁴⁰ "Carte Dei Servizi: Direzione Politiche Sociali Partecipative e Dell'Accoglienza." Città di Venezia. <http://translate.google.com/translate?u=http://www.comune.venezia.it/flex/cm/pages/ServeBLOB.php/L/IT/IDPagina/15318&hl=en&ie=UTF-8&sl=it&tl=en> (accessed 11/04, 2008).

⁴¹ Aenlle, C. d. (2002, November 23). AtHomeAbroad: Reading the fine print on an Italian retirement. *International Herald Tribune*, pp. 1-2.

persons, including domestic employees working in other countries. Almost all of a retiree's income comes in the form of Social Security Benefits. In Italy there is also an early retirement provision, which has been shown to distort choices in favor of early retirement.⁴²

2.7 Quality of life

Quality of life is defined by the free dictionary as "your personal satisfaction or dissatisfaction with the cultural or intellectual conditions under which you live (as distinct material comfort)".⁴³ In other terms, quality of life is more of a person's feelings or emotional state about their personal life. Although there is no particular way to measure quality of life quantitatively, it can be measured by surveying people and determining their emotional state. Mercer's Human Resource Consulting LLC states that "One may live in the highest ranked city in terms of quality of life and still have a very bad quality of life because of unfortunate personal circumstances (illness, unemployment or loneliness, etc.)."⁴⁴

Another term that is used to describe the factors that affect a person's life is quality of living. Quality of living is slightly different from quality of life. It has certain standards such as health issues, housing, consumer goods, personal safety and education that can be measured quantitatively. Our project is more concerned with quality of living, but due to the confusion caused by this subtle but distinct difference, we will simply refer to what our project is covering as quality of life.

Various studies have been done to determine the quality of life of cities and then rank them. A study was done in 2005 by the *Economist* which created a Worldwide Quality of Living Index. A total of 111 different countries were ranked, with Italy being fifth.⁴⁵ According to Mercer Human Resources Consulting LLC some of the factors that affect the quality of life throughout the world are political and social environment, socio-cultural environment, economic environment, medical and health considerations, schools and education, public service and transportation, recreation, consumer goods, housing, and natural environment.⁴⁶

⁴² Brugiavini, Agar. "Social Security and Retirement in Italy." <http://ideas.repec.org/p/nbr/nberwo/6155.html> (accessed October 1, 2008).

⁴³ *Free Dictionary*. <http://www.thefreedictionary.com/quality+of+life> (accessed September 28, 2008).

⁴⁴ Mercer. www.imercer.com/uploads/common/pdfs/definingqualityofliving.pdf. (accessed September 8, 2008).

⁴⁵ *Economist*. (n.d.). Retrieved September 14, 2008, from Quality of Life Index: www.economist.com/media/pdf/QUALITY_OF_LIFE.pdf

⁴⁶ Mercer. www.imercer.com/uploads/common/pdfs/definingqualityofliving.pdf. (accessed September 8, 2008).

Frequently mentioned topics such as cost of living and housing corresponded with the topics previously established by Mercer, *The Economist* and Urban Audit. Community life was only mentioned by the *Economist* and pace of life (which we will refer to as “rhythm” for reasons explained in Section 5.3) was not a quality of life topic in any of the three studies. However we felt that they are very important to the Venetian quality of life therefore the topics were included in our matrix.

Factors	Mercer	Economist	Urban Audit	Totals	Living Group	Venetians
Political and Social Environment	x	x	x	3	x	x
Economic Environment	x	x	x	3	x	x
Socio-Cultural Enviroment	x			1		
Medical and Heath Considerations	x	x	x	3	x	x
Schools and Educations	x			1		
Public Services & Transport	x		x	2	x	x
Recreation	x			1		
Consumer Goods	x	x	x	3	x	x
Housing	x	x	x	3	x	x
Natural Environment	x	x	x	3	x	x
Material Wellbeing		x		1		
Family Life		x		1		
Community Life		x		1		x
Job Security	x	x		2		
Gender Equality		x	x	2		
Demography	x	x	x	3	x	x
Civic Involvement			x	1		
Pace of Life						x
Totals	12	11	9		8	10

Figure 11: Quality of Life Matrix

3 Methodology

Our mission is to investigate the determining factors of the quality of life of Venetians and to compile our findings into an accessible form for future projects. Below is a list of objectives that we completed in order to achieve our goal.

1. To investigate the Venetians' opinions on quality of life.
2. To analyze all relevant factors pertaining to living in Venice.
3. To explore actions taken by the Venetian government or other key organizations involved
4. To predict future trends of Venice based on compiled data.

We conducted our research in the Historical Center of Venice. This is not to be confused with the Commune of Venice, which also includes Lido and the mainland. We did however include data about Lido and the mainland where it was necessary for a comparison. We interviewed five people who previously lived in Venice, but moved to Mestre or Lido. It was important to gather opinions from those who left Venice because it shows different opinions about Venice. This data will be sufficient enough to draw conclusions and make comparisons between the Historical Center of Venice and the other parts of the Commune of Venice.



Figure 12: Map of Study Area

Our goal was to rank the relative importance of quality of life topics specific to Venetians. Some of the topics that we studied were transportation, job market, housing, cost of living, shop retail, health, tourism, and family life. We did not focus on topics that specifically related to the younger or older age groups because there are two other project groups in Venice focusing on those generations. After we decided on our final quality of life topics in Venice, we were able to look at them more in depth. Through data we collected from the past and present we were then able to predict future trends.

3.1 Investigating Venetians' opinions on the quality of life

To fulfill our first objective and supplement the following objectives we conducted informal interviews while in Venice. The goal of this objective was to collect opinions from the Venetians relating to their quality of life. We completed this goal in within the first three weeks because the data was used to aid our following objectives.

We choose to conduct informal interviews because it was the most appropriate method for collecting opinions from the Venetians. Informal interviews allowed us to ask follow up questions, which led to more in depth answers. Next we determined the criteria for our sample pool. First and foremost, all Venetians we interviewed must have lived in Venice for at least one year and were able to speak English well enough to answer our questions. The sample needed to spread out equally over the middle aged group, which we determined to be between twenty five to sixty five years old. As described in Section 2.4, adulthood usually begins after college graduation or when one enters the job market. The end of our age boundary is sixty five because this is the recognized aged for retirement in Venice. Another important variable in our sample pool was the residence of the interviewee. We purposely looked for five or six people who lived in the Historical Center but moved to Lido or Mestre. These interviewees gave us insight on what quality of life topics were important them but were not satisfied by living Venice. Another variable in our sample pool was gender. It was important to have an equal representation of the above variables in our sample pool to ensure the validity of the interviews. A valid sample pool is necessary to accurately reflect the true opinions of Venetians.⁴⁷

We conducted our interviews over the course of four weeks between the hours of 10 a.m. and 11 a.m. and then 3 p.m. and 4 p.m. One person in each pair was responsible for asking questions and following up with probe questions, while the other was taking notes. This ensured that every question

⁴⁷ Royce A. Singleton, Jr. *Approaches to Social Research*. New York: Oxford New York, 1988.

was covered and each response was properly documented. We took advantage of the opportunistic sampling method, which involves following new leads during field work and taking advantage of unexpected flexibility.⁴⁸ The opportunistic sampling method allowed us to select people as we found them in the field. This method is not very scientifically accurate, but due to the language barrier and time limit we could not use a more complex method.

Below is a list of standard questions that were asked in each interview.

1. What is your name?
2. What is your age?
3. Are you currently living in Venice?
4. How long have you lived in Venice?
5. How long have your parents living in Venice?
6. What is your occupation?
7. What is your favorite characteristic of Venice?
 - a. Why? or other probe question
8. What is your least favorite characteristic of Venice?
 - a. Why? or other probe question
9. If you could change one thing about Venice, what would it be?
 - a. Why? or other probe question
10. What do you feel is an important factor that makes up your quality of life?

After each interview session the collected interview data was entered into an Excel document under the correlating category (Appendix C – Coding). We created a matrix in order to make our organizing and analyzing easy and straight forward. This matrix helped aid us in completing objective two, which was to depict general trends. The interview transcripts are located in Appendix B - Interviews.

⁴⁸ Royce A. Singleton, Jr. *Approaches to Social Research*. New York: Oxford New York, 1988.

3.2 Analyzing all relevant factors pertaining to life in Venice

The purpose of this objective was to establish a relative ranking of quality of life topics that were important to Venetians based on opinions gathered during interviews.

Through preliminary research, a list of quality of life topics was compiled based on topics most common between Mercer, the *Economist* and Urban Audit. This table is depicted in the Background. (Figure 10: Quality of Life Matrix) We choose topics (marked with an X) because they were common to all three sources. The only exception is public service and transportation, but we felt that it was important due to Venice's location in the lagoon and lack of cars. The next step involved more in depth analysis of the subtopics and details of each indicator.

The interview transcripts were dividing up into more specific categories to encode the data.⁴⁹ The simple categories were as follows: name, age, gender, number of children, occupation, and years lived in Venice. Four of the columns contain direct quotes from the last four questions in the interview. An adjacent column was used to categorize the quotes into quality of life topics. For the table of coded words, see Appendix C.

Once we had the keywords organized, we used a graphic called a frequency diagram, or Word Cloud to represent our findings⁵⁰. We also used the word clouds to compare our results across different demographic categories. A word cloud is a jumble of different words and phrases of different sizes relative to the number of times the word was entered into the input text. If the word "Word" was entered into the input text three times, the word "Time" was entered in twice, and the word "Money" was entered once, Time's font size would be twice Money's, and Word's font size would be 3/2 that of Time's. An example of this Word Cloud is shown below.

⁴⁹ Royce A. Singleton, Jr. *Approaches to Social Research*. New York: Oxford New York, 1988.

⁵⁰ *Word Cloud*. www.wordle.net (accessed October 5, 2008).



Figure 13: Word Cloud Example

We entered all of the key words from our interviews into the input text and generated a Word Cloud which is shown below.



Figure 14: Overall Word Cloud

We then marked each keyword under one of the main quality of life topics such as cost of living, health, or safety. After that we organized the subjects into an excel spreadsheet and began to tally the number of responses that fit into each category. Our final list of quality of life topics were ranked based on the number of times they were referred to in the interviews. We focused on the top three topics that Venetians liked and disliked for further research and objectives.

3.3 Exploring actions taken by the Venetian government or other key organizations involved

The purpose of this objective was to determine the positive and negative effects of government aid regarding quality of life issues addressed in the interviews. Furthermore, gaps were also determined through the completion of objective one and two. During the later phases of our interviews we were able to incorporate questions about government laws, policies or other actions to see how Venetians felt towards these topics. Our interviews gave us a good insight as to what the Venetian government has and has not been doing to aid the people.

In order to find the various laws and programs that have been implemented in Venice we had to search the many databases on the web. The main types of programs we are looking for are ones that have been implemented to deal with or even counter act some of the various living situations in Venice. One useful source was an Interactive Qualifying Project completed in 2001 by Worcester Polytechnic Institute students.⁵¹ The IQP highlighted housing issues in Venice and a law passed in 1999 that did not improve the housing situation.

A major advantage to being in Venice was that we were able to meet and talk to the various groups that are trying to improve the living qualities of the city. An example of this is 40xVenice which is an organizations founded in 2008 dedicated to improving life in Venice for middle aged people. Within 40xVenice there is a group called “Living in Venice” which addressed concerns similar to our project. We were able to meet with the group’s coordinator and find out information about the organization and what they are aiming to do.

Also, we talked to Venetians to find out about government programs and laws that have been implemented to aid and serve the people. During the later phases of objective one we were able to ask questions in our interviews about the local problems in Venice to determine the gaps. We did this to get a general consensus as to how the local population feels. We also wanted to see if they have opinions on what could be potentially done to fix any problems. We not only wanted to focus on the programs that have had negative effects on the people, but also the ones that have had positive effects on the

⁵¹ Martin, Jonathan, San Antonio Geoffery, Starbard Nathan, and Wibisono Herbert. *Assessment of the Non-Residential Housing Market in Venice Italy*. Interactive Qualifying Project, Venice, Italy: WPI, E01

people. There are going to be various kinds of programs that have been implemented in the city and we wanted to be sure that we highlighted programs that have had both positive and negative effects on the city.

As there are many programs that are trying to improve the city, not all of them are effective. For example, one governmental program was put in place to help Venetians buy houses. A list of people that needed help buying a house and when your name came up, the government would give you a certain amount of money. Unfortunately, the money that was given out by the government was not enough to help people purchase a house. Thorough examples like this we were able to find out more insight into the Venetian government and the policies and programs they have implemented.

3.4 Predicting future trends of Venice based on data

Our final objective we accomplished was to predict future trends in Venice. By compiling and studying data pertaining to quality of life, we were able to extrapolate possible emerging trends. Such predictions might prove useful to the various organizations intending on helping Venice. We hope that our predictions may help these organizations address dangerous trends before they become a problem. Not only do we want these organizations to address dangerous trends, but to also understand positive trends so that they might be replicated elsewhere.

In terms of predicting future trends in Venice, we created a series of tables and graphs to display all of the data that we gathered. Many population and demographic trends have already been predicted, but for ones that have not, we were able to calculate our own future trends. Once we gathered or created this data, we then displayed it in on a Motion Chart as seen below.

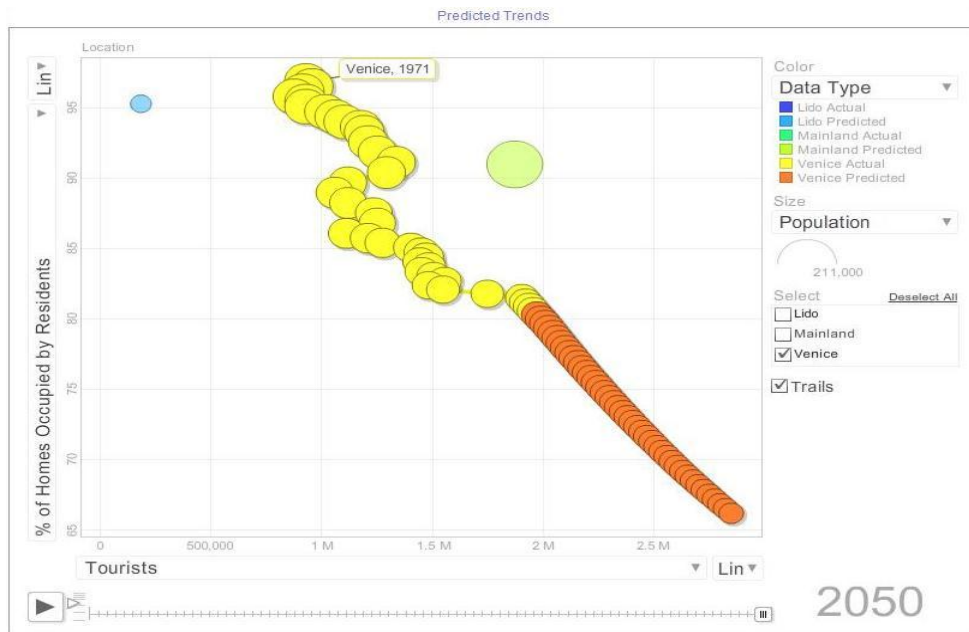


Figure 15: Example of Motion Chart

When we began extrapolating our data, we first attempted to plot out the basic type of curve that the data indicated. Once we had identified what type of equation governs the data, we then selected the appropriate formula for extrapolating out our predictions. Depending on the curve of the data we collected we then decided between linear extrapolation, polynomial extrapolation, and exponential extrapolation.⁵² The same is true for our interpolation methods. The method we used was based off what form of curve the data appears to be taking.⁵³ Once we had selected the appropriate method, we then proceeded with fully plotting out our data trends.

We have decided that using our Wiki-Venice “Living in Venice” page was the best way to display our data for ourselves and the public (http://wikivenice.org/index.php/Venipedia:Living_in_Venice). Not only is the wiki page viewable by everyone, but the wiki is an easily updatable encyclopedia. Therefore if anyone else wants to add further information about Venetian life, they can do so very easily. We have displayed the data we have collected not only in essay form, but also by the use of graphics and visuals. The advantage of the graphics is that can be easily interpreted and will display a large amount of quality information.

⁵² *Mathematica: Extrapolation*. <http://documents.wolfram.com/mathematica/Built-inFunctions/AdvancedDocumentation/DifferentialEquations/NDSolve/ODEIntegrationMethods/ControllerMethods/Extrapolation.html> (accessed October 28, 2008).

⁵³ Bourke, Paul. *Interpolation Methods*. December 1999. <http://local.wasp.uwa.edu.au/~pbourke/miscellaneous/interpolation/> (accessed October 28, 2008).

The final result of our project was a report containing all of our research and the graphics we have produced as part of our final report. In addition to this, we have finished a presentation summarizing the results of our findings that we can present to our advisors and collaborators. Finally, we have our “Living in Venice” Wiki Pages with the results of our findings and some interactive versions of the data we have collected. This is a comprehensive collection of our work research while studying in Venice.

4 Findings

In this section we will discuss the results of our interviews addressing the quality of life in Venice. Our findings are presented in four sections, Interview Findings, Overall Findings, Findings by Demographic, and Cases of Interest.

4.1 Interview Findings

We completed 28 interviews while in Venice, 6 of which were with Mestre residents. We conducted the interviews over a three week period for approximately 3 hours a day. It was very difficult to find Venetians who spoke enough English to answer our questions and who had the time to help us. Therefore only one in eight propositions was successful. We found that many people attempted to speak to us in order to help. Unfortunately, due to the complex nature of our questions, they were unable to fully answer them. Following each interview, the interviewers' notes were transcribed with direct quotes from the interview (See Appendix B - Interviews). As described in section 3.2, a coding process was used to categorize the quality of living topics.

4.2 Overall Findings

Below is a word cloud (Section 3.2) summarizing the all the phrases mentioned during our interviews. The word cloud includes the likes and dislikes of the Venetian populace. These are not considered to be quality of life topics, but simply general words or phrases that were mentioned throughout our interviews.



Figure 16: Overall Results

4.2.1 Favorite Aspects of Venice

The question “What is your favorite part of Venice?” was intended to determine what Venetians value the most about where they live. The most frequent responses were categorized under community life and pace of life.



Figure 17: Word Cloud of Favorite Aspects

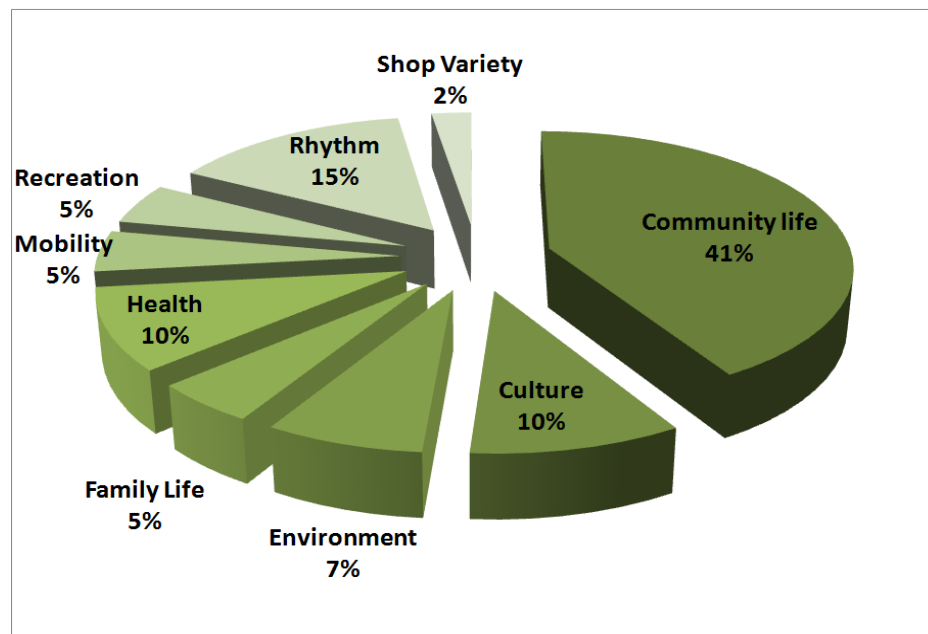


Figure 18: Favorite Aspects of Venice Pie Chart

Venetians specifically mentioned the *sestieri* they grew up in and the connection they still have with the people. Of the 37% of Venetians that mentioned community life as an important quality of life topic, the majority of them grew up in Cannaregio. These Venetians explained that Cannaregio was one of the only *sestieri* left that still had a true Venetian neighborhood and culture. Furthermore, the second most frequent topic Venetians discussed was pace of life. The pace of life (categorized as

rhythm in the pie chart) in the Historical Center of Venice is slower than Lido and the mainland. The absence of cars, location in the lagoon, and separation from the mainland are the main contributors to the slower lifestyle in Venice. People walk around to get from place to place, which many said they enjoy because they frequently run into friends on the street. We discuss our analysis of this trend of answers in Section 5.3 of our project.

4.2.2 Least Favorite Aspects of Venice

The second question of the interview was intended to expose characteristics of Venice the interviewee did not favor. The majority of the responses were regarding cost of living and housing.



Figure 19: Word Cloud of Least Favorite Aspects

Cost of living and housing populated more than one third of all the responses to this question. At least half of the people who mentioned cost of living and housing had recently moved out of Venice. Many people ended up moving to either Lido or Mestre. The main motivation for moving is that the cost of living is too high for the average Venetian to afford. (Cost of Living, Section5.2) Venetians who discussed community life, shop variety and tourism as problems believed that the Venetian government has not done enough to help with these situations.

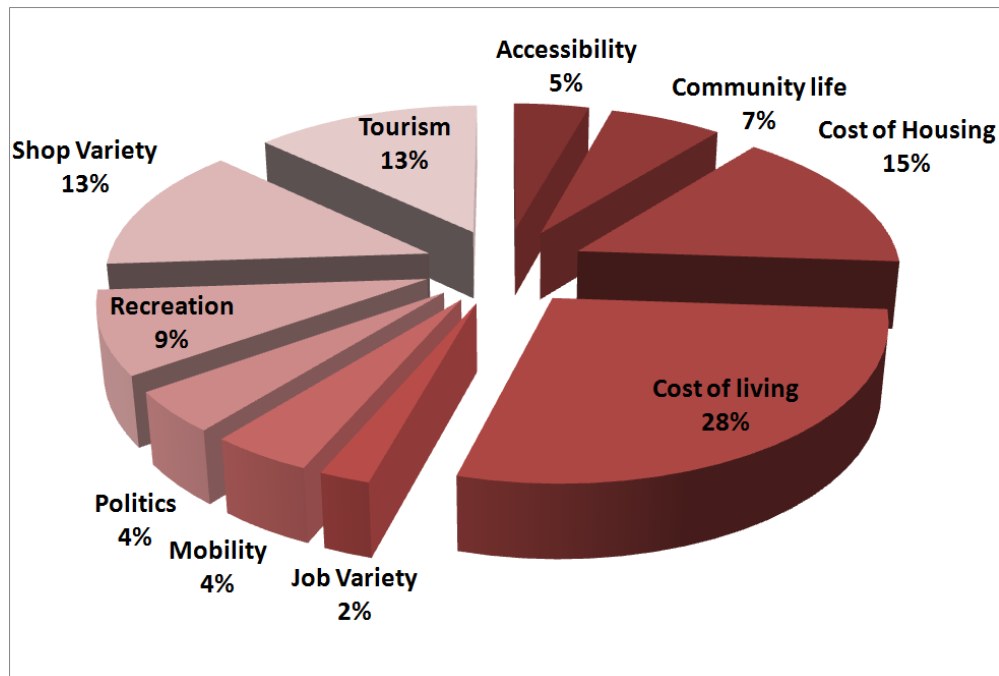


Figure 20: Least Favorite Aspects of Venice

4.2.3 Aspects Venetians Would Like to Change

We asked Venetians what they would like to change about Venice. About two thirds of the responses addressed cost of housing and living to be the first thing they would change.



Figure 21: Word Cloud of Aspects Venetians Would Like to Change

Many Venetians complained about the lack of shops necessary for day-to-day living. Venetians feel that there is a lack of shop variety in Venice and that they find themselves often going to other places, such as the mainland, for certain goods.

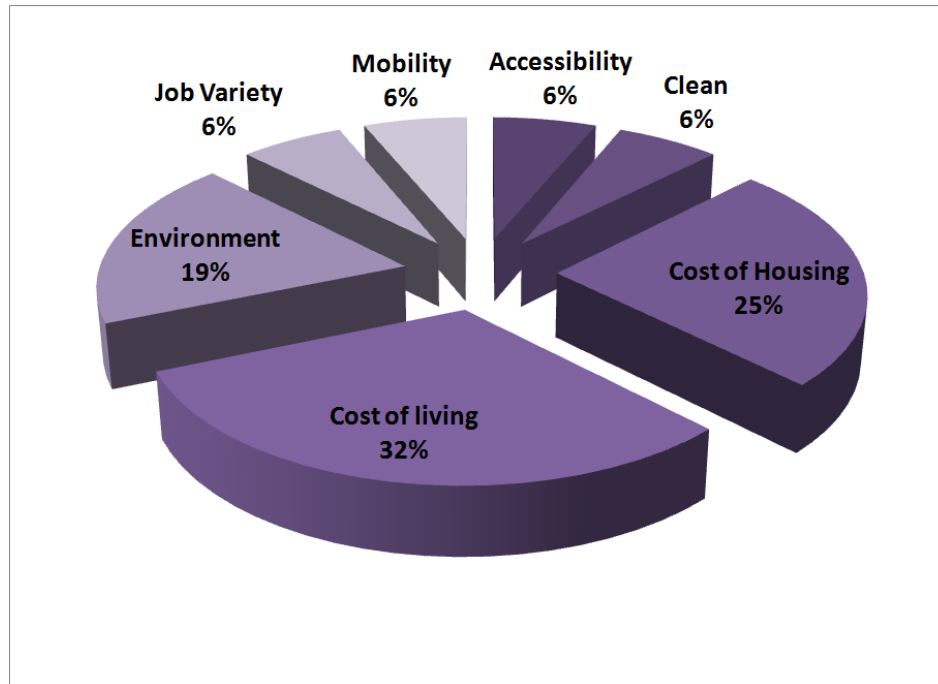


Figure 22: Aspects Venetians Would Like to Change

4.2.4 Most Important Quality of Life Topic

The “What do you think is most important to your quality of life?” question was designed to find out the quality of life topic most important to the interviewee. The most frequent answers were safety and community life.



Figure 23: Word Cloud of Most Important Quality of Life Topic

As seen below, Figure 24 shows the distribution of topics mentioned by Venetians. There was much more variety of topics mentioned, including safety, health, family life, and culture. These include some of the more positive aspects of Venice not mentioned previously. The reoccurring topics will be further discussed in the Analysis section.

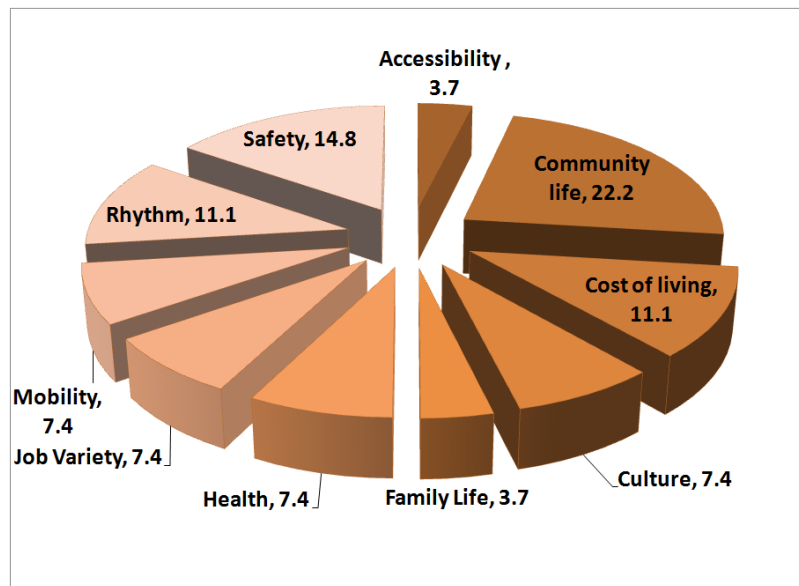


Figure 24: Most Important Quality of Life Topics

4.3 Findings by Demographic

From our interviews, we were able to construct word clouds and bar charts based on the following demographic separations: male and female, 17 – 30 years old, 31 – 50 years old, 51 years old and older, current residents, and people who have moved to Mestre. Based on each demographic section, we were able to compare the word clouds and draw out key trends. The word clouds were used to depict the frequency of the “keywords” found in our interviews. There were a total of 39 different keywords/phrases that we took from our interview responses. The keywords were then placed under the 10 different Quality of Life topics from the *Economist*, Urban Audit, and Mercer.

The bar charts rank the percentage of the quality of life topics mentioned by each demographic. For example, politics came up twice in our interviews, raised both by men. Therefore, males make up 100% of the political responses. The bar chart and word cloud show different information but support each other’s findings.

4.3.1 Male and Female

The following section contains a word cloud and bar chart comparison between male and female responses from our interviews.

4.3.1.1 Comparison between Male & Female response frequency



Figure 25: Male Word Cloud



Figure 26: Female Word Cloud

Both men and women agree that Venice is expensive. From food to clothes to energy utilities, everything costs more than it does on the mainland.

Males also mentioned other aspects of the city including social life, cost of housing, and the pace of the city. Venetians felt that the social life in the city of Venice is poor. All of the men we interviewed essentially said something similar. The city's pace of life was brought up by 66.7% of men

we interviewed. Men seemed to notice the slower pace of life and it appeared that it was more important to men than women. Males also believed that housing was a very important factor. Some of the men were looking to buy a home for their family, but were having problems because of the scarcity of affordable housing.

On the other hand, women felt that the shop variety in Venice was very limited. They said that the city lacked shops that offered the basic necessities for living. Women also brought up tourism as a problem. Many of the women we interviewed believed tourism was the reason why the variety of shops has decreased. This claim will be further discussed in Section 5.2.

4.3.1.2 Relative Importance between Men and Women

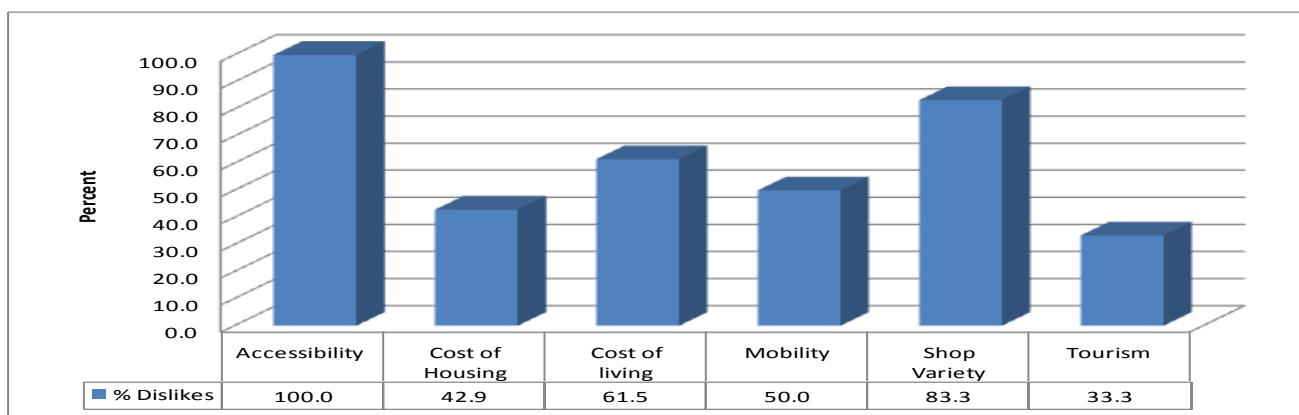


Figure 27: % Dislikes for Women

The charts show that 61.5% of people who disliked the high cost of living were women. This trend is also the same for shop variety. When compared in the Word Clouds above, the words for cost of living and shop variety are larger in the women's cloud than the men's cloud. This suggests that women were more interested in these topics than men.

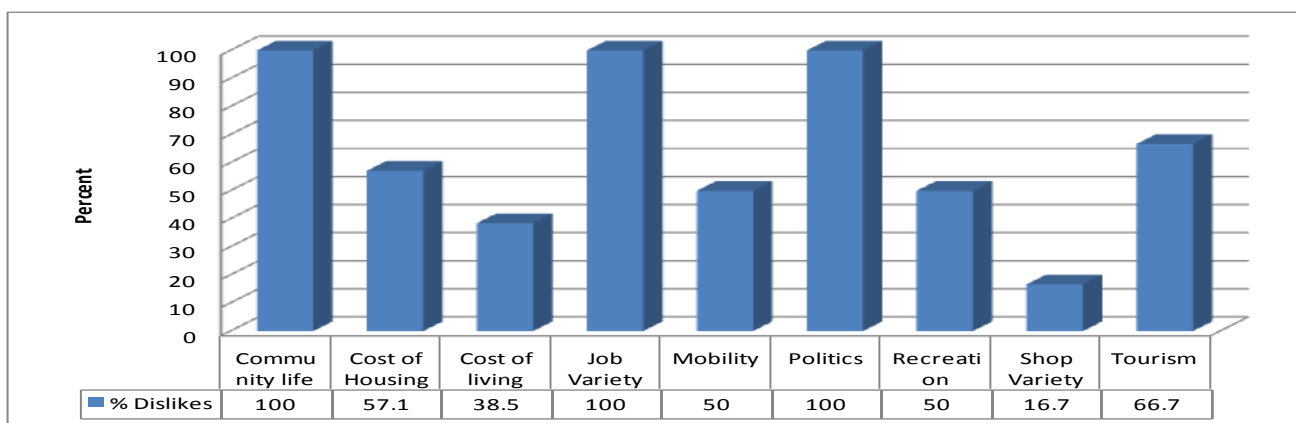


Figure 28: % Dislikes for Men

As for the male demographic, both recreation and cost of housing were more important than in the female demographic. Again this trend can be seen in the word clouds as both the words for cost of housing and recreation were larger in the male cloud than the female cloud. As far as men were concerned, Venice lacks a fun social environment and affordable housing. Both men and women connected many of their dislikes of the city to the increased tourism. Tourism is twice as large in the male chart than the females. However if we go back to the Word Cloud comparison, the word tourism in both clouds is about the same size. This is due to the fact that we ended up interviewing more men than women. Therefore even though males made up a higher relative percentage, the importance of tourism is similar between the two demographics.

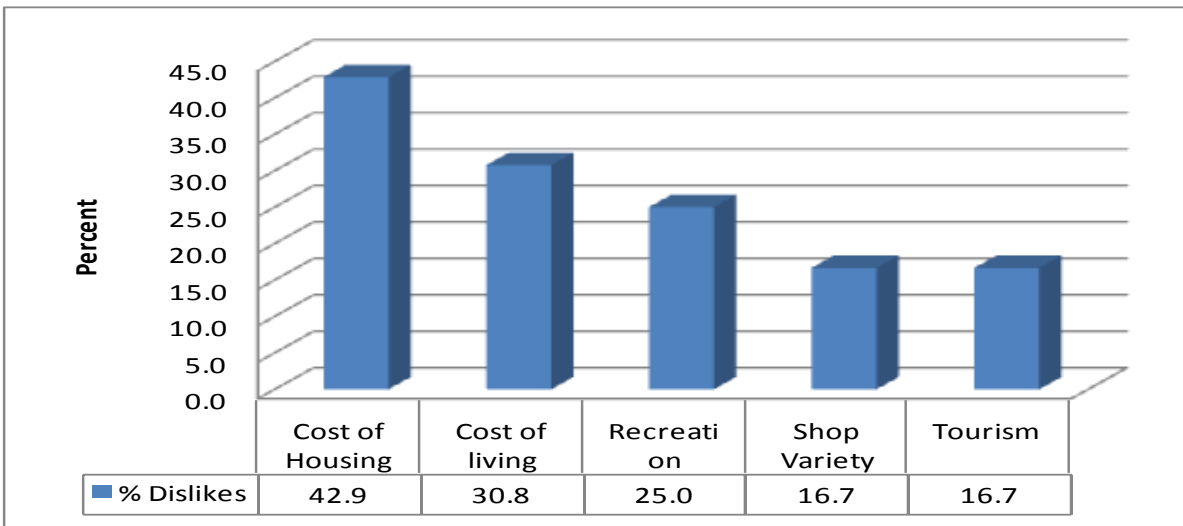
4.3.2 Young, Middle Aged and Old

The follow section contains word cloud and bar chart comparisons between 17 – 30 years old and 31 – 50 years old. There is a small section on those above the age of 50.

4.3.2.1 Comparison of the 17-30 and 31-50 Word Clouds



Figure 29: 17-30 Word Cloud



Many of the trends that are evident in the bar charts are also apparent in the Word Clouds. A total of 83.3% of all people who complained about the variety of shops are in the middle aged demographic and shop variety is one of the largest phrases in the 31 – 50 year old word cloud. The highest percentage (50%) of people against tourism is from the middle aged bracket. In addition 100% of the people who disliked the job variety in Venice were middle-aged. Middle age people make up the majority of the employees in Venice and therefore they would complain about the topics that influence the job market.

4.3.3 Current Residents vs. Moved to Mestre

The following section contains a word cloud and bar chart comparison between current Venetian residents and people who live/have moved from Venice to Mestre.

4.3.3.1 Comparison between Venetians and people who have moved to Mestre





Figure 34: Moved to Mestre Word Cloud

This demographic comparison shows that the main reason why people have moved out of Venice has been because of the high cost of living. This conclusion can be drawn from the word cloud of people who have moved out of Venice and are currently living in Mestre.

People who have moved out of the city did not recognize pace as an important issue, but some of our interviewees mentioned that the influence of cars makes life more hectic and stressful. However, some of the interviewees noticed that the more relaxed life in Venice makes everything move slower. An example from our interviews is that construction projects take a long time to complete. People said that time management was very important to Venice as well because walking and the boat taxis are slow. Even though the pace of life in Venice is much more relaxed than Mestre, other topics such as cost of living and housing were more significant and made people leave Venice.

4.3.3.2 Importance Analysis between Venetians and people who have moved to Mestre

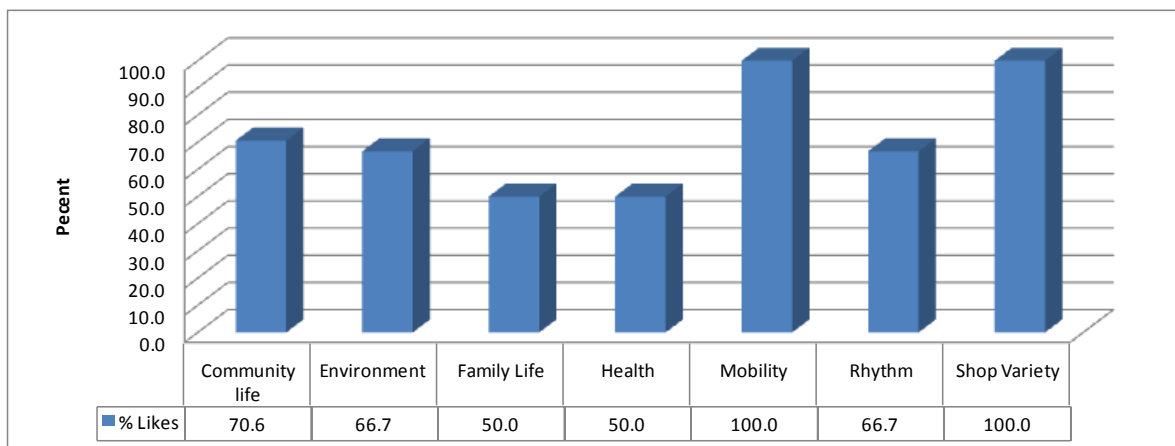


Figure 35: Venetian Likes

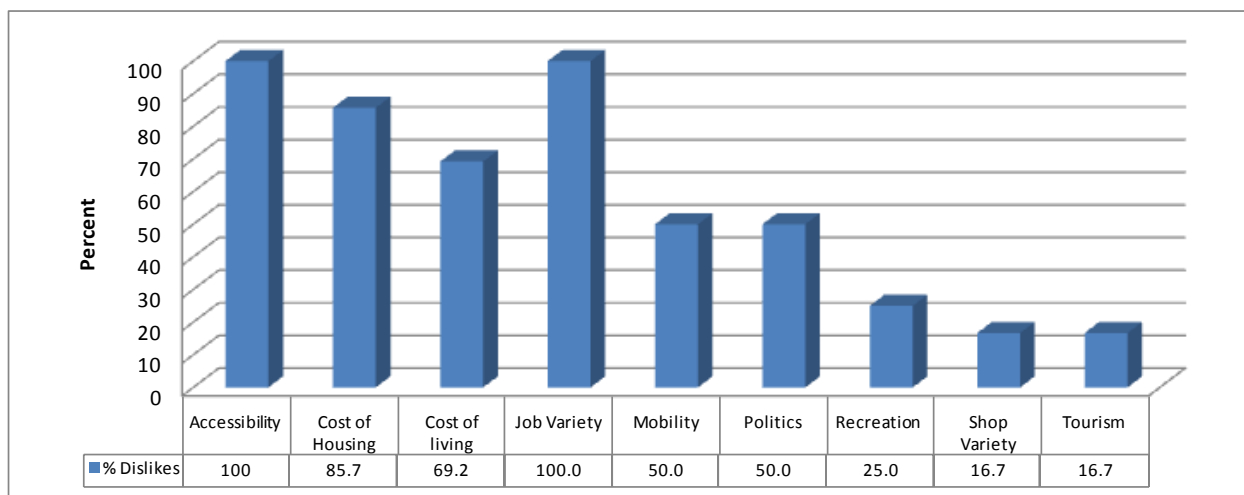


Figure 36: Moved to Mestre Dislikes

Of the people whom were interviewed, 70% of people who enjoyed the community life were current residents. Venetians expressed the importance of community and friendship as being the main factor that has kept people in Venice. The people we interviewed that moved to Mestre based their decisions to leave on the high cost of housing and living. According to our findings, the main reasons why people left Venice and are the cost of living, mobility and the availability of jobs in the city.

4.3.4 Other Trends

This section contains other trends that were not included above, but we felt were important to mention or explore more in detail.

4.3.4.1 Native Parents vs. Non-Native Parents

The last demographic we were able to separate in our interviews was whether or not the interviewee's parents lived in Venice. The word clouds that we generated for this demographic were very similar to the word clouds that we generated for the living in Venice demographic. Only two of the people we interviewed whose parents did not live in Venice lived in Venice themselves. Seeing this, there was very few differences for us to analyze in this demographic.

These bar charts were also very similar to the previous demographic. The four highest percentages for the interviewee's whose parents were not from Venice were accessibility, job variety,

cost of living, and cost of housing. These four trends have been consistent factors that force people to move out of the city.

4.3.4.2 Community Life

Community life turned out to be one of the most important quality of life factors in Venice, but the Word Clouds do not express its importance. In the Word Clouds the phrases such as friendship, Cannaregio, Castello, San Marco, Rialto, and family life are all under the quality of life topic for community life. Therefore even though the individual words may be fairly small compared to the word expensive or shop Variety, the number of all of the community life topics makes it the most important quality of life factor in Venice

4.3.4.3 Politics

Even though only two of our interviews touched on politics, it appeared to be a fairly important topic. Venetians feel that the gondoliers and taxi drivers have a significant influence in the government and can shape the policies in Venice. However, when we asked people about what the government has been doing to improve life in Venice, they complained that not much done. Overall it seems as if politics in Venice seems to be a good field to explore.

4.4 Cases of Interest

Below is an account of two of the interviews we conducted. We found these interviewees to have particularly interesting responses and good insight to the questions we were asking. For privacy reasons we changed the names of the interviewees, but all other information is their personal information.

4.4.1 Mary

One of our first interviews was Mary. She was a twenty four old Venetian who had lived in Venice for all of her life and whose parents were from Venice. What was most interesting about her was that despite having a degree in political science from the University of Padua, she worked in Venice as a waitress. She stated that she had tried pursuing secretarial positions in Venice, as they were all that was available to her, but was unable to get any.

It turned out that as a waitress she worked full time with additional overtime and was still not able to make ends meet and, as a result, still lived with her parents. She told us that the cost of living was simply too high and she never had any money to spend on little things for herself or a night relaxing

and drinking with friends. Mary knew that this was a problem that was specific to Venice as she spent a year abroad in Australia. There she was still able to work as a waitress, did not have to work overtime, and had more than enough money to make ends meet.

One thing in particular that bothered her about Venice was the disturbing lack of a youth culture. She said that other than simply going to a bar to drink with friends, there was nothing for her to do. Even then, not many young people were active in Venice at night, leaving her with few people to meet and hang out with. She complained that many of the people in Venice were simply too old and described them as “uptight”. She said she found it hard to relate to many of the older members of the city.

She described Venice as a wonderful “old city” and stated that “she wanted to live here, grow old here, and have her children here.” Unfortunately, she explained that there was simply not much of a youth culture in Venice anymore and the cost of living coupled with the job market made life difficult for her. Mary didn’t mention any plans for leaving the city, but from talking to her, one got the sense that there would soon come a point when she would have to leave the city to try and pursue her career.

4.4.2 Kyle

One of the cases that we found particularly interesting was Kyle. Andrea is a 31 year old male who lives in Mestre, but works in Venice. Despite the fact that he has never lived in Venice, Kyle attended the University of Venice and through this made contacts to get a job. During our interview we were able to find out some of the major differences between life in Venice and life in Mestre. Andrea was a very good case to study because he was able to tell us about living in both cities and what it is like to live on the outside of Venice, but work on the inside.

According to Kyle life in Venice is very different from life in any other place. “Venice is like a bubble and you have to think differently in order to live here.” We found this to be interesting because other interviewees that made a similar statement. One of our other interviewees even went as far to say that “Venice is like an Indian Reservation” because the city is so closed off from many other places. An interesting correlation between this is that the other interviewee also lives in Mestre.

Although there were many advantages to living in Venice, there were also many disadvantages to living in Venice. There are no cars, which not only allows people to walk everywhere, but also creates a cleaner environment. Venice is also a no stress, relaxed environment. One of the disadvantages to living in Venice is that the job market is very small. “If there is an overpopulation of one particular skill, people will have to leave in order to find jobs.” It is also very expensive in Venice, which forces many

people to move out because they cannot afford it. He also mentioned that it takes you a lot of time to do anything, whether it is from going from one place to another or waiting in line in a store. Kyle stated that “in order to live in Venice you cannot be concerned with either time or money.”

Kyle also mentioned the advantages and disadvantages to living in Mestre. One of the advantages to living in Mestre is that you can have a car so that if you wanted to go someplace you didn't have to concern yourself with how long it was going to take you to get there. A downside to this, however is that life is very “frantic” and “not relaxed at all.” Kyle stated that “you don't ever have to wait in lines” which simultaneously an advantage and disadvantage. Due to the fact that Mestre has cars, “parking and noise” are a big issue. There is also a lack of job variety there as well. “If you want to work in a factory you work in Mestre, but if you want to work with either Art or Tourists you work in Venice.”

Our interview with Kyle helped to get an insight into life in both Venice and Mestre. This allowed us to see some of the differences between the two cities. Many people start out living in Venice and then relocate to Mestre due to the high cost of housing, but it is different if a person was born and raised in Mestre and stayed there.

5 Analysis

In this section, we will elaborate on the prominent trends that seemed to emerge from our results and will discuss our analysis and extrapolation of these trends. The most dominant trends were the issues of housing and hotels, cost of living, pace of life, community life, and population decline.

5.1 Housing and Hotels

Through our interviews Venetians expressed concern about the increase of hotels and lack of affordable housing.

Much of the housing market is focused on non-residents opposed to residents of Venice. In 1971 there were 3.1 % of homes occupied by non residents. In 2008, homes occupied by non residents increased to 19.4%. ⁵⁴ A nonresident does not live in Venice all year. Typically nonresidents own vacation homes. Venetians feel that there is a correlation between the number of nonresidents and cost of housing. In the Historical Center of Venice housing is 300% more expensive than the average resident can afford. ⁵⁵ Therefore, many residents cannot afford to live in the Historical Center and are being forced to move. We found that the main two places that people move to are Lido and Mestre. During our interviews we found that the topic housing was always mentioned as a negative.

The cost of housing affects Venetians of all ages. The younger interviewees mentioned that it was difficult for them to afford an apartment after graduation. Two particular cases are excellent examples of young Venetians expressing their frustration about cost of housing in Venice. The first is a woman named Mary whom we mentioned in Section 2.4.1. Mary graduated with a degree in Political Science from the University of Padua. She decided to move back to Venice because she enjoyed the lifestyle. Currently Mary is working two jobs and is struggling to make ends meet. She lives with her parents but despite her hard work, it is very difficult for her to live in Venice on her own. Another interesting interview was with Alex. Alex is 28 years old and currently lives in Lido, but works in Venice. When asked what he would like to change about Venice he stated that he “would like the prices of houses in Venice to decrease that way more young people could afford to live here.”

It is suspected that the increase in number of hotels has caused the number of affordable housing decrease. From the late 1950's to the early 2000's the number of hotel bed doubled to

⁵⁴ Motion Chart

⁵⁵ Assessment of Non Residential Housing IQP

approximately 16,000 beds. The increase in number of hotels is suspected to have had a great effect on the residential housing market. After the Commune di Venezia passed Law 49 in 1999 more bed and breakfasts and hotels were able to open. Residents no longer needed governmental permission to open a hotel therefore making it easier to open a bed and breakfast to open.

5.2 Cost of Living and Lack of Shop Variety

The high cost of living is a prominent issue in Venice. Approximately 75% of our interviewees mentioned that the cost of living in Venice is more expensive than they can afford. Utilities and Services is one area that greatly influences a person's choice to live in Venice, especially when they are looking for a place to live. In the past 10 years the price of oil used to heat homes has risen by 90% and the price of gas used to cook food has increased by 70%.⁵⁶ The transportation of goods from the mainland to the Historical Center causes an increase in cost compared to the cost on the mainland. The average cost to transport a liter of oil to the Historical Center of Venice is 0.0173 euro.⁵⁷

Food is one of the basic necessities that are more expensive in Venice than on the mainland. For example Calamari costs about 4 Euros more per kilo than it does on the mainland and beef is about 2 Euros more per kilo than it is on the mainland. The cost of the 32 food items used to calculate the consumer price index in August 2008 was 18% higher in the Historical Center than in Mestre. The increased price is due to the transportation costs of moving goods from the mainland to the island.

Very few basic necessity stores are still around which makes it hard to live comfortably. According to the Venetians we interviewed, the variety of traditional Venetians shops have also been affected by tourism. A previous study from 2005 (see Bibliography) collected data on the types of stores in Venice from 1970 to 2005 in Dorsoduro and Cannaregio⁵⁸.

⁵⁶ *Citta' di Venezia*. <http://www.comune.venezia.it> (accessed September 15, 2008).

⁵⁷ Venezia, Industria Artigianato E Agricoltura. *Prezzi Medi Dei Prodotti Petroliferi*. November 15, 2008.

⁵⁸ Greene, Ta Karra, Benjamin Isabella, Freddy Jervis, and Danielle Modeste. *Residential Comfort Level: Analysis of the Venetian Retail Sector*. Interactive Qualifying Project, Venice, Italy: WPI, E05

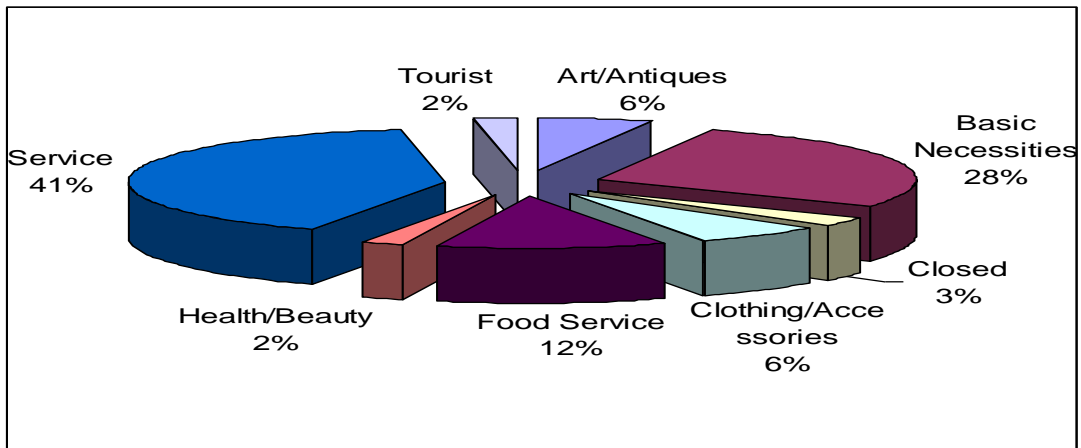


Figure 37: Dorsoduro Shop Breakdown in 1970

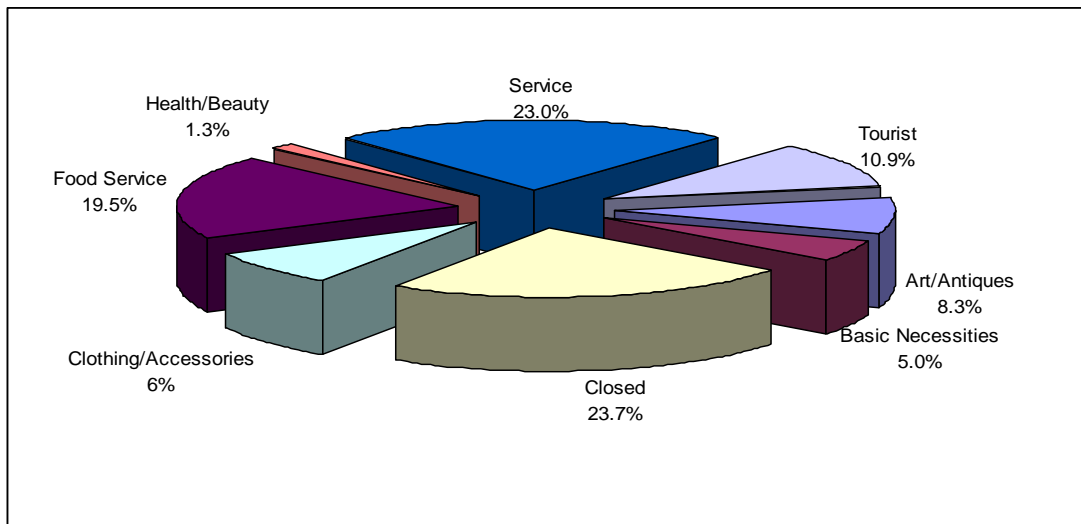


Figure 38: Dorsoduro Shop Breakdown in 2005

In the *sestieri* of Dorsoduro, the percent of basic necessity stores (Appendix D) has dropped from 28% in 1970 to 5% in 2005. Tourist shops, hotels, restaurants have increased greatly over the same 35 year period. Surprisingly, a quarter of the shop breakdown in 2005 is made up of closed stores. Contrary to Venetians belief, tourist stores did not cause many of the stores to close. Various hypotheses to why the amount of closed stores has been increasing were that supermarkets have taken the place of the smaller basic necessity stores, or that the rent was too expensive for new stores to open.

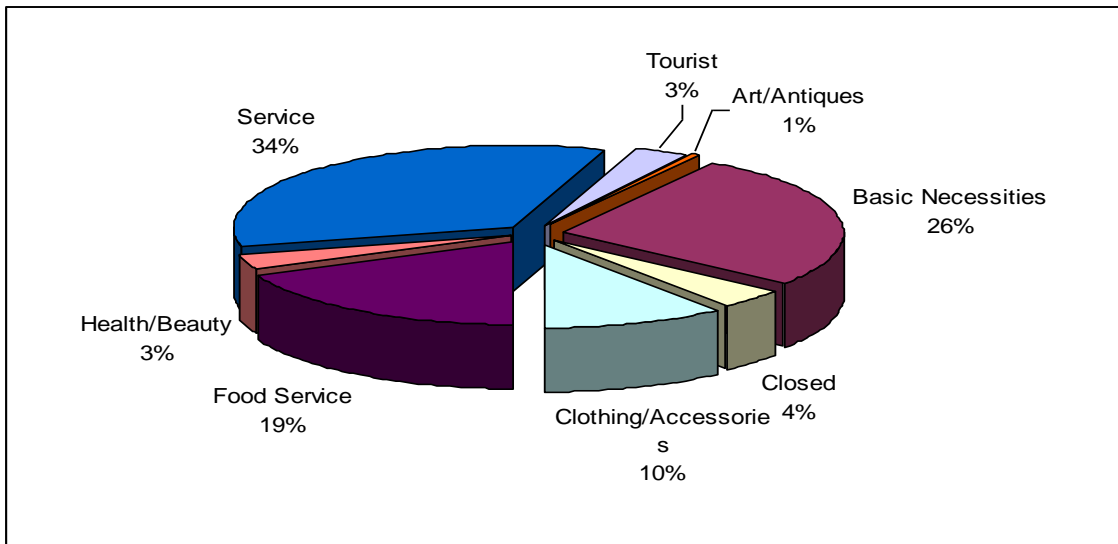


Figure 39: Cannaregio Shop Breakdown in 1970

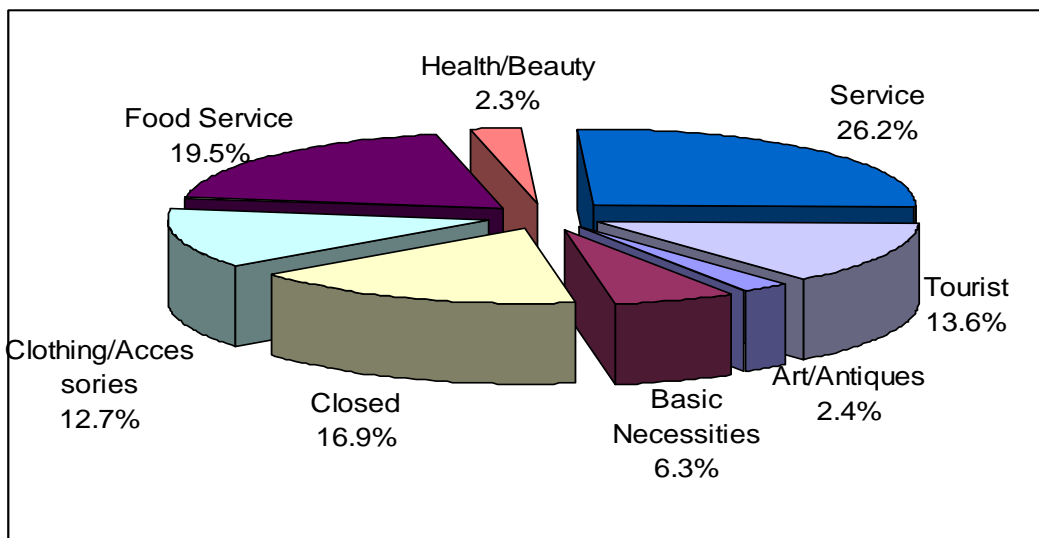


Figure 40: Cannaregio Shop Breakdown in 2005

Many of the trends in Dorsoduro that were previously stated are apparent in Cannaregio as well. The percent of basic necessity stores in Cannaregio had dropped from 26% in 1971 to 6.3% in 2005. The similarities between Dorsoduro and Cannaregio express how the trend is common throughout the entire historical center of Venice. In 1970 there was only one supermarket in total in Cannaregio and Dorsoduro combined, and in 2005 there were 3 in Cannaregio and 2 in Dorsoduro. Some of our interviewees have talked about the growth of non-Venetian retail. There has been a major shift in Venetian retail. Many basic necessity/service stores have closed and have not reopened for

various reasons. While these stores close, restaurants and hotels open in their place. However, many of the stores stay closed. The reason for this trend is not fully understood but many hypotheses have been made.

5.3 Community Life and Pace of Life

From our interviews, community life/pace of life was the most frequently mentioned quality of life topic. Despite the fact that “pace of life” was not found in any of the literature we studied, it is an important factor among Venetians. We created the term “pace of life” to quickly adjust to the growing trend we found among Venetians we surveyed. What we found was that many Venetians were emphasizing what they called “the Venetian lifestyle”. Our task was to try and ascertain what “the Venetian lifestyle” actually consisted of.

Venetians often described Venice as “a social city”. Due to the lack of cars, people have to walk everywhere and this fact defines Venetian life. “Walking around the city, one runs into many different people along the way. When you see someone you know, you stop and talk to them. It also causes you to meet new people along the way”. The Venetian who quoted this described life in Venice as “mobile” and said it makes for a different social environment.

Other Venetians also described Venice as “a relaxed environment”. One Venetian said that, “Even when I’m working or doing errands, [in Venice] there’s just no stress. In another city, I would be driving everywhere and rushing around on edge”. Many Venetians mentioned that the atmosphere in Venice was different from many other places and when probed further, they would describe the atmosphere as “relaxed” and “laid back”.

Eventually one Venetian said to us, “In Venice life flows at a different pace. People walk everywhere and take the time to enjoy things. It is a different pace of life, a different pace.” It was from this quote that we took the term “pace of life” and applied it to life in Venice. The “pace of life” of Venice is the special lifestyle and atmosphere in which the people of Venice conduct their lives. This is caused by Venice’s location away from the mainland in the lagoon, as well as the lack of cars located in the historical center of Venice.

It would seem this concept of “pace of life” is very important among Venetians. Our interview results show that the frequency of “pace of life” was mentioned the most by people who had lived in

the city for all of their life. If someone had to categorize the Venetian lifestyle into one concept, it would be “pace of life”.

5.4 Population Decline

The population of the Historical Center of Venice has been on a declining for the past fifty years. It is believed that cost of living and availability of affordable housing are prominent causes for Venetians leaving the city. Another probable cause in the decrease of population not mentioned in the analysis section is job variety. In the tourist verses population graph below, the lighter line represents actual data and the darker line is our predicted data. See section 4 to refer to our prediction methodology.

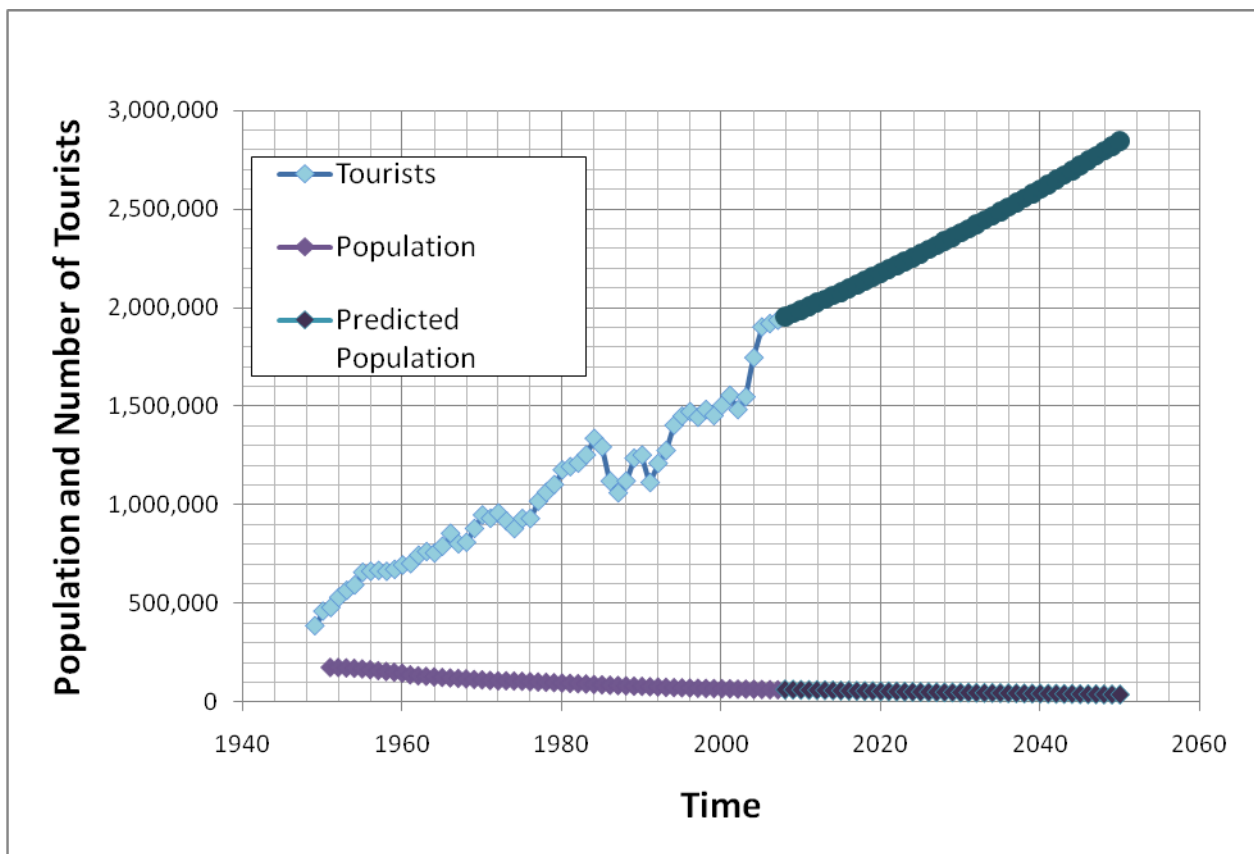


Figure 41: Predicted Venetian Population and Number of Tourists

The job market in Venice caters towards tourism. Therefore if one is not interested in the tourism field they will have a difficult time finding a job in Venice. An interviewee said that, “you work in Venice

if you are interested in working with art or tourists.” Graduates who did not major in tourism have a difficult time finding a job in Venice. As a result, many Venetians leave the city to find jobs elsewhere. As shown in our predictions above, the number of tourists will continue to increase. Therefore, Venetian graduates will continue to leave the city looking for an occupation.

6 Recommendations for Future Projects

In this section we will elaborate on certain topics and issues that arose during our research that we feel should be pursued in a future project. In each section we have included our idea of perceived gaps, a suggested course of action, and some background information we have unearthed.

6.1 Working in Venice and Commuting to Venice

During our interviews we encountered a large number of people who worked in Venice, but lived in Mestre due to Venice's high cost of living. In one case we interviewed a woman who spent an hour driving to Venice in her car and then another forty-five minutes on a boat to get to where she worked. Mobility as an issue had arisen during the course of our interviews, but we had not foreseen it as a being a problem for commuters. As we continued our interviews, we were surprised by how many similar cases we encountered.

Although it is an important topic, no prior studies have been conducted on commuting to work in Venice. More people are being forced to move out of Venice each year to alternative locations with a less expensive cost of living. The issues of commuting to Venice for jobs seems like it will become more important as time goes on because of the ever rising cost of living in Venice. According to the Venetians that we interviewed, mobility has already proven itself to be an issue. We feel a project focused on commuting to and moving about the city should be proposed with an emphasis on Venice's commuting population.

The questions that we feel a project like this will address are as follows:

1. How many people commute to Venice each day?
2. How large a role do commuters play in Venice's economy?
3. Are most or all of the commuters from Mestre?
4. How long does it take the average person to commute to Venice?
5. What challenges do Venice's commuters face?

As more and more of Venice's native population is driven out, the number of people commuting into Venice for work seems like it will only increase. Our interviews indicate that even if most of the native population of Venice was to leave, there would still be a large job market for tourism in the city. This would require people to commute into the city to serve this job market.

6.2 Housing in Venice

Through previous research we found that the Venetian housing market poses many problems within Venice. In our interviews we were able to confirm that the housing market is still a very large problem for both Venice and its residents. Our research suggests that the Commune of Venice does fairly well at supplying its poorer residents with low-income housing. However there is a distinct lack of affordable housing for middle-income residents. Venice's core population is largely being driven off of the island due to the city's housing problems. While we were aware of this issue when we went into our project, the problem turned out to be far more pervasive than we expected.

As we mentioned in the Housing and Hotels section, the problem of a lack of affordable housing for the middle class is only going to get worse as more residential housing is converted into hotels. Our Motion Chart hints the significance of the Commune di Venezia Law 49 passed in 1999. Although previous projects have been done on the housing markets in Venice, we feel that there is still a distinct need to continue to investigate the situation in order to propose solutions and provide useful data.

The questions that we feel a project like this will address are as follows:

1. What are some of the many causes of the housing problem in Venice?
2. How are those causes influencing the housing market in Venice?
3. How does the 1999 Commune di Venezia Law 49 relate to the dramatic shifts in the housing market?
4. Exactly what has the government been doing to help ease the housing problem?
5. Is tourism largely responsible for the housing problem? Why?

One of the previous housing projects we investigated focused more on how Venetians found housing and the average prices of apartments in Venice. According to our research, this project was conducted while the housing problem was still in its early stages. From our interviews we believe the housing problem has grown to such a large scale that it requires further investigation.

6.3 Moving in Venice

Mobility in Venice has been an ongoing issue which has been researched and studied many times before. However these studies were more focused on boat transportation and the lack of cars. From our interviews we found that these two topics are not the only mobility topics that people have in mind. Numerous Venetians complained about the time it took them to get around the city not only by boat, but by walking as well. Residents from Lido or commuters from Mestre in particular talked about how aggravating it was to take 45 minutes or more to get to work in the morning or at least 15 minutes to get to the store. This was especially interesting as it was purposely mentioned in contrast to the

previously mentioned social and environmental benefits. Many Venetians noted that they enjoy walking around the city and the lack of cars makes for a cleaner environment.

The Venice Project Center has conducted numerous studies about moving around in Venice. However, from what we have researched, these studies were largely concerned with traffic flow and movement patterns. From what we have seen, there is a potential project in studying the time it takes Venetians to get around the city, as well as the routes they take on the course of their average day. Measuring times such as the average Venetian's commute to work or the time it takes a Venetian to get to the nearest grocery store may yield insights into how native Venetians move about the city. This may also give insight into the makeup of the city.

The questions that we feel a project like this will address are as follows:

1. How long does it take the average Venetian to get to where they need to go?
2. Where do the public transport systems of Venice succeed? Where do they fail?
3. What is the normal route of Venetians throughout the city based on their sestiere?
4. Does it take a long time for Venetians to move around the city? Is it a problem?
5. What are ways that travel around the city may be improved?

As many people mentioned it in our interviews, we simply felt this issue was too large to ignore. A project itself seems necessary to determine whether or not mobility around the city is an actual issue or if it exists merely in the minds of the Venetians. Such a project may end up helping to improve the lives of many Venetians in terms of their mobility.

6.4 Politics of Venice

The most surprising response to our interview questions was from a small number of residents who brought up politics as the main problem that is plaguing the city. From what these Venetians said, the government has not been doing enough (or anything effective) to combat the problems of the city. In certain cases, the residents even mentioned the government as being an obstacle in the way of fixing the city's problems. One Venetian argued that Venice had turned into a hierarchical society where the tourism and taxi unions possessed a large amount of influence over government decisions.

While these findings surprised us, we were also intrigued by the possible revelations that investigating these political relationships might unearth. From our interviews we have learned that the growing political power of the unchecked tourism industry and the constant influence of the taxi and gondola unions is reason why the Venetian government has been doing very little to aid the people. If certain political dynamics are creating difficulties for solving Venice's growing woes, it may be necessary to dedicate a project to analyzing the effects of the city's politics.

The questions we feel a project like this will address are as follows:

1. Is there government responding to needs of Venetians in different quality of life areas?
2. Do the Venetians feel that the government is responding to their needs in different quality of life areas?
3. What policies have helped the Venetians? What have hurt them?
4. Are there any political interest groups causing problems for the city? Are they any creating obstacles?
5. Do certain parts of the government have a conflict of interest?

We feel it is important to identify any problems that are impeding the government's progress on efforts to save the city and solve issues such as the housing problem. Though taking a political stance may be dangerous for the project center, it seems as though Venetian politics are playing a large role in the future of Venice.

6.5 Population Trends

The population in the historical center of Venice has been on the decline for the past 50 years. Through our research and interviews, we have been able to identify some of the main causes for the population decline. The topics include cost of living, job availability, housing, and tourism. We have also been able to predict the future population trends of the city of Venice, Mestre, and Lido by use of extrapolation and the motion chart. Although there are some ideas as to why the Venetian population has been dropping, there is no concrete evidence stating exactly what has reduced the Venetian population. In Lido however, the trend is somewhat different. Even though the total population in Lido is decreasing, the amount of Venetians living in Lido has been increasing.

The questions we feel a project like this will address are as follows:

1. What are the underlying causes of the decreasing Venetian population?
2. How can the current population trend be reversed?
3. What has the government done to stop the population decrease?
4. Beginning in 1991, the non-residential housing in Lido had begun to decrease. What could cause something like this to happen?

This project could potentially expose the population problem in Venice. If nothing is done to correct this problem there will be about half the number of residents living in the city by the year 2050. If nothing is done Venetians feel that Venice will be on its way to becoming a commercial historic site.

6.6 40xVenice

During our time here in Venice we came in contact with an organization named 40xVenice. This organization was created by a group of Venetians who are approximately in their mid 40's. The focus of the organization is to try and preserve the Venetian life that is rapidly fading and to help improve the city. We interviewed Giovanni who is the head of the "Life in Venice" section of 40xVenice. Many of the quality of life topics that we were learning about from our interviews were important to Giovanni's work in order to improve the city. Our work with 40xVenice has consisted of interviewing Giovanni and his attendance at our final presentation. Despite the fact that we have been studying what it is like to live in Venice, we are not residents of the city and we can only do so much to help.

This group as quoted from one of our interviews has been "a breath of fresh air". 40x Venice can truly impact the city and potentially change the future of Venice. We believe that there should be future projects focused on helping this group in any way possible and aid them in as many ways as we can.

The project should be able to:

1. Spread the influence of the 40xVenice group throughout the entire city
2. Translate weekly meetings held by 40xVenice so that their message can be understood universally
3. Help the 40xVenice group contact the government/organizations that need to be contacted
4. Provide help with any studies or projects the 40x Venice group may be undertaking

This project is completely dependent on what the 40xVenice group is doing at the time. We feel as if this group of people can do great things for the city of Venice and that it is time well spent helping them. We believe that anything that can be done to help make this group achieve its goals should be a priority. The influence that 40xVenice could potentially have on the city could actually restore the parts of Venice that have been lost to tourism.

7 Conclusions

The four main topics that are most important to life in Venice are cost of living, housing, the pace of life and the population decline.

The Historical Center of Venice is very expensive to inhabit because of its separation from mainland and location in a lagoon. One Venetian mentioned that “It is much cheaper to shop on the mainland for clothes”. On average, goods in the Historical Center of Venice are 80 euro cents more than the mainland due to transportation costs. (Section5.2) Overall, Venetians have expressed concern about the high cost of living in the Historical Center of Venice. They believe it is one of the reasons people are leaving the city. Our data shows that as over the past ten years the cost of living in Venice has increased and the native population has decreased. We do not have enough evidence to support that the two are directly related, but further research could fill this gap.

Venetians expressed the low availability and the high cost of housing as a major concern for life in Venice. This topic was most frequently mentioned by Venetians as their least favorite aspect of the city (Section4.2.2). Residents suspect that the increase in tourism has caused retail property to become more expensive. Our data shows that there is a correlation between tourism and housing. Data in the Motion Chart, supported by Commune di Venezia Law 49, shows the number of homes occupied by residents decreasing as the number of tourists increases. Further research of Law 49 may give more supporting evidence to the correlation between number of tourists and cost of housing.

Venetians we interviewed valued community life as well as the pace of life in Venice. The pace of life in the Historical Center of Venice is slower than the mainland and Lido due to the lack of cars and isolated location in the lagoon. Also, residents expressed strong connections to their *sestieri*. Venetians feel that tourism is a threat to their tight knit communities. “Tourism is like oil, spreading out from the center of Venice, wiping out the community life”. Many people that we interviewed see the Venetian community in danger of wiping itself out with tourism. Some thought that it was already too late.

The population of Venice has been on a steady decline over the last 50 years. Venetians are leaving for one or all of the reasons discussed above. A decreasing population and birthrate combined with increasing emigration will make it difficult for Venice to hold on to its native residents. Our predictions and the predictions of other organizations do not see any of these trends reversing in the immediate future.

The Venetian lifestyle, defined by its lack of cars and relaxed pace, is distinctive and treasured by its inhabitants. Unfortunately the character of Venice may not be enough to keep people from leaving.

A Venetian said “Soon Venice will turn into a commercial historical site”. This was a very profound and brave statement, but trends depicted in the Motion Chart and data presented in our Results and Analysis allude to this assumption. The trends in the Motion Chart are based off linear extrapolation and therefore cannot be exact. However, there exists a very probable chance that the Venetians fears may come to pass.

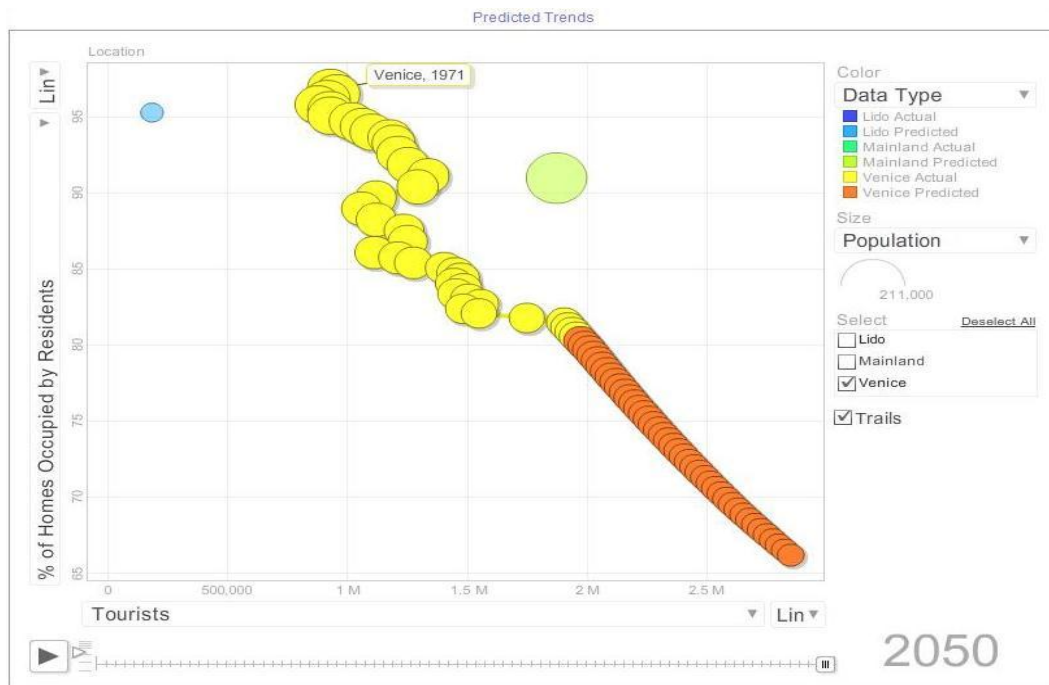


Figure 42: Motion Chart of Predicted Trends

Bibliography

Aenlle, Conrad de. "AtHomeAbroad: Reading the fine print on an Italian retirement." *International Herald Tribune*, November 23, 2002: 1-2.

Boca, Daniela Del. "Italian Migration." 11 2003. <http://ftp.iza.org/dp938.pdf> (accessed 09 20, 2008).

Bourke, Paul. *Interpolation Methods*. December 1999.
<http://local.wasp.uwa.edu.au/~pbourke/miscellaneous/interpolation/> (accessed October 28, 2008).

Brugiavini, Agar. "Social Security and Retirement in Italy."
<http://ideas.repec.org/p/nbr/nberwo/6155.html> (accessed October 1, 2008).

Central Intelligence Agency. October 2, 2008. <https://www.cia.gov/library/publications/the-world-factbook/geos/it.html> (accessed September 20, 2008).

Citta' di Venezia. <http://www.comune.venezia.it> (accessed September 15, 2008).

Direzione programmazione e controllo.
<http://www.comune.venezia.it/flex/cm/pages/ServeBLOB.php/L/IT/IDPagina/345>. (accessed September 10, 2008).

Economist. www.economist.com/media/pdf/QUALITY_OF_LIFE.pdf (accessed September 14, 2008).

EUROPA. http://europa.eu/index_en.htm. (accessed September 15, 2008).

EUROPA. http://europa.eu/abc/keyfigures/qualityoflife/index_en.htm. (accessed September 27, 2008).

Facts about Italy. <http://facts-about-italy.blogspot.com/2008/02/cost-of-living-in-italy.html>. (accessed September 17, 2008).

Feldmann, Berthold. *Eurostat*. March 23, 2008.
http://epp.eurostat.ec.europa.eu/cache/ITY_OFFPUB/KS-SF-08-082/EN/KS-SF-08-082-EN.PDF (accessed October 5, 2008).

Free Dictionary . <http://www.thefreedictionary.com/quality+of+life> (accessed September 28, 2008).

Greene, Ta Karra, Benjamin Isabella, Freddy Jervis, and Danielle Modeste. *Residential Comfort Level: Analysis of the Venetian Retail Sector* . Interactive Qualifying Project, Venice, Italy: WPI, E05.

"Human Population Growth." 09 23, 2007.
<http://users.rcn.com/jkimball.ma.ultranet/BiologyPages/P/Populations.html> (accessed 09 28, 2008).

Index Mundi. <http://indexmundi.com/world/> (accessed October 4, 2008).

Istituto nazionale di statistica. <http://www.istat.it/english/databanks.html> (accessed October 5, 2008).

"Italian Education and Schooling in Italy." *Anglo Info*.

<http://rome.angloinfo.com/countries/italy/schooling.asp> (accessed 09 20, 2008).

"Italy Education." *Nations Encyclopedia*. <http://www.nationsencyclopedia.com/Europe/Italy-EDUCATION.html> (accessed 09 25, 2008).

"Italy's Divorce Rate." *Bio-Medicine*. <http://www.bio-medicine.org/medicine-news/Italys-Divorce-Rate-Jumps-74-Percent-in-10-Years-22404-1/> (accessed 09 28, 2008).

"Italy's Way of Life." http://library.thinkquest.org/J0112187/italy_way_of_life.htm (accessed 09 29, 2008).

Martin, Jonathan, San Antonio Geoffery, Starbard Nathan, and Wibisono Herbert. *Assessment of the Non-Residential Housing Market in Venice Italy*. Interactive Qualifying Project, Venice, Italy: WPI, E01.

Mathematica: Extrapolation. <http://documents.wolfram.com/mathematica/Built-inFunctions/AdvancedDocumentation/DifferentialEquations/NDSolve/ODEIntegrationMethods/ControllerMethods/Extrapolation.html> (accessed October 28, 2008).

Mercer. www.imercer.com/uploads/common/pdfs/definingqualityofliving.pdf. (accessed September 8, 2008).

Nation Master. <http://www.nationmaster.com/country/it-italy> (accessed September 15, 2008).

Povoledo, Elisabetta. *Venetian transport leaves tourists high and dry*. January 21, 2008. <http://www.iht.com/articles/2008/01/21/europe/venice.php> (accessed December 7, 2008).

Quality of Life Index. <http://www.internationalliving.com/Internal-Components/Further-Resources/quality-of-life08>. (accessed September 19, 2008).

The Human Life Span. August 10, 2000. <http://maxweber.hunter.cuny.edu/~bseegmil/psych150/lifestag.htm> (accessed October 13, 2008).

The Italian Educational System. <http://www.ilsegnalibro.com/educatio.html> (accessed October 12, 2008).

Urban Audit. <http://www.urbanaudit.org/> (accessed October 5, 2008).

"US Census Bureau." *US Census Bureau*. <http://www.census.gov/> (accessed 09 15, 2008).

Venezia, Industria Artigianato E Agricoltura. *Prezzi Medi Dei Prodotti Petroliferi*. November 15, 2008. http://74.125.43.100/translate_c?hl=en&sl=it&tl=en&u=http://www.ve.camcom.it/prezzi_borsamerce/le/prezzi_prodotti_petroliiferi_15_11_08.pdf&usg=ALkJrhgPJ0UAFz0gp5FUBtNUH4zIY39RdA (accessed December 7, 2008).

Venice in Peril - The British Committee for the Preservation of Venice. <http://www.veniceinperil.org> (accessed September 15, 2008).

Word Cloud. www.wordle.net (accessed October 5, 2008).

Writing Guides: Survey Research. <http://writing.colostate.edu/guides/research/survey/com3b1.cfm> (accessed October 12, 2008).

Appendix A – Annotated Bibliography

1. Aenlle, Conrad de. "AtHomeAbroad: Reading the fine print on an Italian retirement." *International Herald Tribune*, November 23, 2002: 1-2.

This article was strictly about retirement in Italy. Many things vary from country to country when it comes to retirement and this article particular highlights information about Italy.

2. *Allagamenti*. (n.d.). Retrieved Sep. 21, 2008, from <http://www.salve.it/uk/soluzioni/problemi/p-allagamenti.htm>.

A website that talks about Venice from a socio-economic point of view. Considers Venice to be a fragile city due to all of the floods. It also talks about tourism in Venice and what it is doing to the economy.

3. Boca, Daniela Del. "Italian Migration." 11 2003. <http://ftp.iza.org/dp938.pdf> (accessed 09 20, 2008).

This is an online article about Italian Migration throughout history. It has valuable information about the characteristics of an Italian Migrant and the reasons as to why people migrate.

4. Bourke, Paul. *Interpolation Methods*. December 1999. <http://local.wasp.uwa.edu.au/~pbourke/miscellaneous/interpolation/> (accessed October 28, 2008).

This source was used in the second objective to help us predict future trends. Past data was used to predict future data with the method mentioned in the source above.

5. Brugiavini, Agar. "Social Security and Retirement in Italy." <http://ideas.repec.org/p/nbr/nberwo/6155.html> (accessed October 1, 2008).

This website had an article about retirement in Italy. Much of Italy's population is elderly which has a great effect social security and retirement. This article explains what social security in Italy does and the effects of it.

6. *Central Intelligence Agency*. October 2, 2008. <https://www.cia.gov/library/publications/the-world-factbook/geos/it.html> (accessed September 20, 2008).

This website was used for demographics research. It had a list of demographics for both Italy and the rest of the world.

7. *Citta' di Venezia*. <http://www.comune.venezia.it> (accessed September 15, 2008).

This website was used for Venetian statistics. It is a good source page for urban audit and for various statistics for Venice in particular. One drawback to this site was that it was entirely in Italian, which made it hard to translate.

8. Click, Venice. *Venice's Six Sestieri*. 2000. <http://www.veniceclick.net/Guide/Sestieri-Venice.htm> (accessed November 14, 2008).

This site discusses the different sestieris located in Venice. It also gives a map and talks about the history of the sestieris.

9. *Economist*. www.economist.com/media/pdf/QUALITY_OF_LIFE.pdf (accessed September 14, 2008).

This is a study about quality of life and quality of life. It first explains quality of life factors and the different study methods that were used. Then it gives a quality of life ranking with a score and GDP per person for quality of life in 111 different countries.

10. *EUROPA*. http://europa.eu/index_en.htm. (accessed September 15, 2008).

This site is a gateway to the European Union. It is a valuable source for statistics specifically about Europe. A major advantage to this site was that it was in English which made it easier to depict the information.

11. *EUROPA*. http://europa.eu/abc/keyfigures/qualityoflife/index_en.htm. (accessed September 27, 2008).

This is a link directly off of the European Union site. It talks strictly about Europeans quality of life and the factors that affect it. This is a good site because it gives a breakdown of some of the major factors.

12. *Facts about Italy*.. (<http://facts-about-italy.blogspot.com/2008/02/cost-of-living-in-italy.html> accessed September 17, 2008).

This website is about what it is like to live in Italy. It is set up in a different format from most other websites because it is strictly blog entries and allows us to see what people think it is like to live in Italy. It was a valuable source because it had some cost of living information on it with exact money amounts.

13. *Family Life in Italy*. June 9, 2007. <http://www.socyberty.com/Society/Family-Life-in-Italy.29392> (accessed November 2008, 14)

This website gave us insite on family life in Italy. It was also used in our bacground to highlight the life of a Venetian from cradle to grave

14. Feldmann, Berthold. *Eurostat*. March 23, 2008.

http://epp.eurostat.ec.europa.eu/cache/ITY_OFFPUB/KS-SF-08-082/EN/KS-SF-08-082-EN.PDF (accessed October 5, 2008).

This site is about measuring quality of life in European cities. This proved to be a good source because it had a section directly on the importance of Italian statistic.

15. Fletcher, C., & Mosto, J. (2005). *The Science of Saving Venice*. Zurich: Paul Holberton Publishing.

A book published by the British Committee for the Preservation of Venice. It has a lot of facts about Venice in particular and the various islands it encompasses. Mostly talks about the floods in Venice and how it is taking a major toll on the city.

16. *Free Dictionary*. <http://www.thefreedictionary.com/quality+of+life> (accessed September 28, 2008).

This website gave the definition of quality of life. This definition is not to be confused with quality of living which was another topic discussed in the paper.

17. Greene, Ta Karra, Benjamin Isabella, Freddy Jervis, and Danielle Modeste. "Residential Comfort Level: An Analysis of the Venetian Retail Sector." IQP, Venice, Italy, 2005.

This was a previous IQP that contained data about the change of Venetian retail over the years. It seems that as more tourists come into Venice, more "tourist" stores open. These stores kick out the traditional Venetian stores which upset the locals.

18. Hartley, Robyn. *Adulthood 'The time you get serious about the rest of your life'*.

<http://www.aifs.gov.au/institute/pubs/fm1/fm30/rh.html> (accessed November 14, 2008).

This was a research paper that was online and talked about the beginning of the adult stages of life. It was helpful because it gave a bit of background information and talked about what happens when you leave adolescence and become an adult.

19. *Human Development Reports*. (2008). Retrieved Sep. 18, 2008, from <http://hdr.undp.org/en/>.

This website is important because it gives statistics on many topics defined under the quality of life. It also compares Italy to other countries around the world. The data on the site is arranged many different ways, by country, indicator or table. It will also allow you to build your own tables.

20. *The Human Life Span*. August 10, 2000.

<http://maxweber.hunter.cuny.edu/~bseegmil/psych150/lifestag.htm> (accessed October 13, 2008).

This website helped us determine the main stages used in our background. It focused on the physiological changes one goes through during each stage of life.

21. "Human Population Growth." 09 23, 2007.

<http://users.rcn.com/jkimball.ma.ultranet/BiologyPages/P/Populations.html> (accessed 09 28, 2008).

This website talks all about human population growth and the various aspects that are used to calculate human growth. It is a valuable website because it gives definitions for what each world population growth term means.

22. *Index Mundi*. <http://indexmundi.com/world/> (accessed October 4, 2008).

This site gives a list of world geography, demographics, government, economics, telecommunications, transportation, military, and transnational issues. It gives a breakdown of all of these different topics and links for each.

23. *International Data Base (IDB) - Main*. (n.d.). Retrieved Sep. 12, 2008,

<http://www.census.gov/ipc/www/idb/>

This is a valuable website because it gives statistical data about the world and Italy in particular. It is also important because it gives data for the past 50 years and for about 40 years to come. It also gave a list of country rankings.

24. *Istituto nazionale di statistica*. <http://www.istat.it/english/databanks.html> (accessed October 5, 2008).

Contains general information about the Italian National Institute of Statistics. Contains population and census data as well as various data tables. The only drawback to this website is that it is in Italian so it is hard to understand.

25. "Italian Education and Schooling in Italy." *Anglo Info*.

<http://rome.angloinfo.com/countries/italy/schooling.asp> (accessed 09 20, 2008).

This website talks about all of the different levels of education in Italy. It has in depth information about upper secondary school and what is needed to be enrolled into school.

26. "Italy Education." *Nations Encyclopedia*. <http://www.nationsencyclopedia.com/Europe/Italy-EDUCATION.html> (accessed 09 25, 2008).

In this article, the illiteracy rate and education in Italy is talked about. The website talks about statistics for the various levels of education, including higher education in Italy.

27. *The Italian Educational System*. <http://www.ilsegnalibro.com/educatio.html> (accessed October 12, 2008).

This source address the overall structure of the Italian education system from primary to tertiary school. This was used in our background when discussing the period of adolescence.

28. *Italy Secondary Education*. <http://education.stateuniversity.com/pages/718/Italy-SECONDARY-EDUCATION.html> (accessed November 11, 2008).

This website highlighted the basics of the schooling system in Italy. It was useful for our background.

29. "Italy's Divorce Rate." *Bio-Medicine*. <http://www.bio-medicine.org/medicine-news/Italys-Divorce-Rate-Jumps-74-Percent-in-10-Years-22404-1/> (accessed 09 28, 2008).

This article talks about the divorce rate specifically in Italy. It gives straight statistics about Italy and how the divorce rate has increase over the last 15 years. It also states where divorces are more prominent and how often they occur.

30. *Italian Migration*. (n.d.). Retrieved Sep. 25, 2008, from <http://ideas.repec.org/p/iza/izadps/dp938.html>.

A good resource that describes Italian migration patterns, it is broken down into the characteristics of an Italian migrant, their origin, and their direction of movement. Also analyzes the different reasons as to why they migrate.

31. "Italy's Way of Life." http://library.thinkquest.org/J0112187/italy_way_of_life.htm (accessed 09 29, 2008).

This article talks about the various ways of life in Italy. This includes city life, rural life, food and drinks, recreation, religion, education, and museums and libraries. It gives a breakdown of these topics and what is included in each.

32. *Living in Italy*. (n.d.). Retrieved Sep. 12, 2008, from <http://www.shelteroffshore.com/index.php/living/cat/C54/>.

A series of articles about living and working in Italy. Different articles include, working and living in Italy, enjoying retail therapy and shopping in Italy, things to think about before moving to Italy and relationship between education, university and jobs in Italy.

33. *Mathematica: Extrapolation*. <http://documents.wolfram.com/mathematica/Built-inFunctions/AdvancedDocumentation/DifferentialEquations/NDSolve/ODEIntegrationMethods/ControllerMethods/Extrapolation.html> (accessed October 28, 2008).

This source was used to extrapolate past data to predict future data for the Motion Chart. This helped us fulfill our second objective.

34. Martin, Jonathan, Geoffery San Antonio, Nathan Starbard, and Herbert Wibisono. "Assessment of the Non-resident Housing Market in Venice, Italy." IQP, Venice, Italy, 2001.

This was a previous IQP that highlighted the effects of tourism on the Venetian housing market. It was very useful for predicting future tourists and housing trends for our IQP.

35. Mercer. www.imercer.com/uploads/common/pdfs/definingqualityofliving.pdf. (accessed September 8, 2008).

This file has a list of factors that affect quality of life. It is not a specific list for Venice, it does have a list of factors that is then broken down into a more specific list containing a total of 39 various factors.

36. Muscara, C. (1984). The Right to Adapt and the Weight of History: Venice and the Venetians. *International Political Science Review* , 7.

This article gives a good background on the political, economic, cultural obstacles Venice had to overcome during the mid 20th century. This may give us some insight on how well Venice adapts to change. The article addresses the uniqueness of Venice and how it balances revolution and historical conservation.

37. Musu, I. (2001). *Sustainable Venice: Suggestions for the future*. Dordrecht: Kluwer Academic Publishers.

This source discusses the effects of tourism and urban planning in Venice. It is a useful source because it was published within the past 10 years. One of the major topics in the book is sustainability, which would provide possible insight to topics included in quality of life.

38. Nation Master. <http://www.nationmaster.com/country/it-italy> (accessed September 15, 2008).

This website specifically talks about statistics in Italy. Although this does not give specific data about Venice, it does have a broad spectrum of information for Italy as a whole.

39. Payscale. <http://www.payscale.com/research/IT/City=Venice/Salary> (accessed November 13, 2008).

This site talked about the different pay scale's in Italy. It was a helpful website because you could break down the statistics by years of experience, gender, and so on. It was also helpful because it gave you the option to look at various cities throughout Italy.

40. *Quality of Life Index*. <http://www.internationalliving.com/Internal-Components/Further-Resources/quality-of-life08>. (accessed September 19, 2008).

This website helped us address the important factors of quality of life. It also provided other resources we could use to get a broader base of topics for our own quality of life study.

41. Shackman, G., Liu, Y., & Wang, X. (n.d.). *Social Research Update*. Retrieved Sep. 15, 2008, from sru.soc.surrey.ac.uk/SRU47.pdf.

This site provides alternate metrics for measuring quality of life and also lists a number of public domain sources which we might be able to harvest data from.

42. Straits, Bruce C., and Royce A. Singleton Jr. "Approaches to Social Research 3rd Edition." New York: Oxford University Press, 1999.

This source helped us identify the most efficient style for interviewing Venetians. It also outlined the correct procedure for coding which was used in our interview matrix. This was a very helpful source for our first and second objectives.

43. *Sustainable Venice: suggestions for ...* - Google Book Search. (n.d.). Retrieved Sep. 15, 2008, from <http://books.google.com/books?id=9z8pGLgUf7cC&printsec=copyright&dq=venice+economy#PP8,M1>.

An online book that talks about Venice being sustainable and possible suggestions for the future. Two of the topics that are mentioned that effect Venice's sustainability are the lagoon and tourism.

44. *Urban Audit*. <http://www.urbanaudit.org/> (accessed October 5, 2008).

A website dedicated to displaying and comparing over 200 European cities on quality of life topics. This website had very useful facts specifically about Venice. It also enabled two or three cities to be compared with over 250 factors.

45. "US Census Bureau." *US Census Bureau*. <http://www.census.gov/> (accessed 09 15, 2008).

Contains the US Census Bureau International Data Base system. Includes county summaries and country rankings which is important to see where Italy falls opposed to various places.

46. *Venice in Peril - The British Committee for the Preservation of Venice*. <http://www.veniceinperil.org> (accessed September 15, 2008).

Venice in Peril is a British organization established to help preserve Venice. There are many issues the organization address including housing, population decline, flooding and art preservation. It was a very useful website as they discuss similar issues addressed in this project.

47. *Writing Guides: Survey Research.*

<http://writing.colostate.edu/guides/research/survey/com3b1.cfm> (accessed October 12, 2008).

This website outlined the basic procedure for conducting successful and accurate interviews. There are various styles of interviews that would better fit different types of data.

Appendix B - Interviews

@ the Montelvini bar, on the Strattanouve

11-3-08

Female

11. What is your name?

- Liza

12. What is your age?

- 35

13. How long have you lived in Venice?

- All of her life

14. Where are your parents from/are they also from Venice? (If yes, how long?)

- Dad from Rome, 65 years in Venice. Mom from Scotland, 36 years in Venice

15. Where do you work?

- Montelvini bar, on the Strattanouva

16. What is your favorite part of Venice?

- Quiet, safe at night, no crime/murder, kids can play without danger, no cars, no pollution, Air quality

17. What is your least favorite part of Venice?

- Everything is very expensive (food, clothes), few variety of shops, limited options for people in a social sense, one movie theater, no places for social gatherings besides bars

18. If you could change one thing about Venice, what would it be?

- More shops and grocery stores, she lives in the center of the city so it is not bad for her as some people, few ramps, wheel chairs and strollers pose problems

19. What do you feel is an important factor that makes up your quality of life?

- Healthcare and safety, Venice is a very good place health-wise

20. If we have more questions would we be able to contact you? If so, how?

- Montelvini phone; 041-520-3813 hours 12-4pm

Female & Male

1. What is your name?
 - Marcell and Husband
2. What is your age?
 - 22
3. How long have you lived in Venice?
 - 6 years
4. Where are your parents from/are they also from Venice? (If yes, how long?)
 - Parents lived in Venice for 13 years, Asian
5. Where do you work?
 - Wife and Husband works at hotel "Philippine?" Husband works as waiter in the hotel
6. What is your favorite part of Venice?
 - The historical and art aspect of the city. Also the uniqueness of the city. Easy to raise the currently 2 year old.
7. What is your least favorite part of Venice?
 - Everything is very expensive
8. If you could change one thing about Venice, what would it be?
 - Make it a cheaper place to live
9. What do you feel is an important factor that makes up your quality of life?
 - The availability of jobs and the amount that the job pays. Because the couple's jobs at the hotel pay well, they are able to live in Venice.
10. If we have more questions would we be able to contact you? If so, how?
 - Marcell's cell phone; 329-644-7983

Male

1. What is your name?
 - Bruno
2. What is your age?
 - 62
3. How long have you lived in Venice?
 - 40 years but travels and lives in Manhattan, NY for maybe 2 months of the year
4. Where are your parents from/are they also from Venice? (If yes, how long?)
 - Parents not from Venice, from northern Italy (Cortina?)
5. Where do you work?
 - Recently retired but worked at the University and had his own business, a glass shop
6. What is your favorite part of Venice?
 - He likes the Rialto and the close knit society in the campo, people are very “warm” (friendly)
7. What is your least favorite part of Venice?
 - Loves Venice, however it is very expensive. Costs more to live in Venice than Manhattan, NY
8. If you could change one thing about Venice, what would it be?
 - Not many young people, no social life for them, not much to do, many of them move to Mestre
9. What do you feel is an important factor that makes up your quality of life?
 - The city is very safe; people are warm and friendly unlike in Manhattan, NY where the people are cold and not friendly. The people in Venice could not see you for 3 weeks but would be happy to talk to you if you were to bump into them.
10. If we have more questions would we be able to contact you? If so, how?
 - Bruno’s cell phone; 348-2827-0098

Male

1. What is your name?
 - Jgueido
2. What is your age?
 - 40
3. How long have you lived in Venice?
 - All his life
4. Where are your parents from/are they also from Venice? (If yes, how long?)
 - Live here all their life
5. Where do you work?
 - Steelworker
6. What is your favorite part of Venice?
 - Cannaregio – The neighborhood he is from
7. What is your least favorite part of Venice?
 - Costello
8. If you could change one thing about Venice, what would it be?
 - Environment
9. What do you feel is an important factor that makes up your quality of life?
 - The boats/transportation
10. If we have more questions would we be able to contact you? If so, how?
 - Gf68A@hotmail.com

Female

1. What is your name?
 - Sara Paulo
2. What is your age?
 - 32
3. How long have you lived in Venice?
 - All of her life
4. Where are your parents from/are they also from Venice? (If yes, how long?)
 - Both of her parents are from Venice and have live here their entire life
5. Where do you work?
 - She is a stay at home mom (she has 2 kids - one is 2 years old, the other is 6 years old). Her husband works in Murano making necklaces and doing glass blowing.
6. What is your favorite part of Venice?
 - Really likes her neighborhood (she lives in Cannaregio). Likes the small shops around the neighborhoods. Neighborhood Church is important.
7. What is your least favorite part of Venice?
 - There has been an influx of Chinese shops in the neighborhoods. They have wiped out the typical Venetian shops which has changed the neighborhoods.
8. If you could change one thing about Venice, what would it be?
 - There is nothing that she would change. She liked all aspects of Venice.
9. What do you feel is an important factor that makes up your quality of life?
 - Good place for her kids to grow up. Not dangerous. A lot to do.
10. If we have more questions would we be able to contact you? If so, how?
 - sallymcchicken@tele2.it

@ The red park benches by the VPC, on the Strattanuove

11-5-08

Female

1. What is your name?
 - Erica
2. What is your age?
 - 17
3. How long have you lived in Venice?
 - For 4 years
4. Where are your parents from/are they also from Venice? (If yes, how long?)
 - They are from Venice and have lived here their whole life
5. Where do you work?
 - She does not work, but is studying here in Venice
6. What is your favorite part of Venice?
 - She enjoys Campo San Margarita, her friends, bars, pubs, and disco's.
7. What is your least favorite part of Venice?
 - She likes everything about living in Venice
8. If you could change one thing about Venice, what would it be?
 - Nothing
9. What do you feel is an important factor that makes up your quality of life?
 - She likes all the people that are in Venice. Everyone is happy, life is simple. She enjoys the tourists.
10. If we have more questions would we be able to contact you? If so, how?
 - Cell Phone: +39 347-670-1424

Male

1. What is your name?
 - Allisandro
2. What is your age?
 - 28
3. How long have you lived in Venice?
 - All his life – Now lives in Lido
4. Where are your parents from/are they also from Venice? (If yes, how long?)
 - Lived in Venice all their life
5. Where do you work?
 - At a glass shop down by the Rialto Market
6. What is your favorite part of Venice?
 - It is quiet, calm, and relaxed
7. What is your least favorite part of Venice?
 - It is very expensive to live in Venice in every aspect
8. If you could change one thing about Venice, what would it be?
 - The price of houses so that younger people could afford to live in Venice
9. What do you feel is an important factor that makes up your quality of life?
 - The tourists – If there were not tourists life would not be the same – They allow more business to come in

@ Near the Rialto on the Market side

11-06-08

Female

1. What is your name?
 - Ariel
2. What is your age?
 - 37
3. How long have you lived in Venice?
 - Used to live in France – Has lived in Mestre for 13 years
4. Where are your parents from/are they also from Venice? (If yes, how long?)
 - Her parents are not from Venice – France
5. Where do you work?
 - No Response
6. What is your favorite part of Venice?
 - Friends and community – A lot of her friends live here in Venice, but she cannot afford it
7. What is your least favorite part of Venice?
 - Too expensive – Not enough choices – Inconvenience
8. If you could change one thing about Venice, what would it be?
 - Costs
9. What do you feel is an important factor that makes up your quality of life?
 - No Response

Male

1. What is your name?
 - Artur
2. What is your age?
 - 24
3. How long have you lived in Venice?
 - 5 months, Padova before then
4. Where are your parents from/are they also from Venice? (If yes, how long?)
 - Parents from Padova
5. Where do you work?
 - At a glass shop on the Strattanuove
6. What is your favorite part of Venice?
 - He likes St. Marks Sq. The **"History"** and the **"Arts"**
7. What is your least favorite part of Venice?
 - It is very expensive. The life is "difficult" in that sense
8. If you could change one thing about Venice, what would it be?
 - Not much social life for younger people
9. What do you feel is an important factor that makes up your quality of life?
 - Social life, money
10. If we have more questions would we be able to contact you? If so, how?
 - Artur's email: Arturmyshketa@live.it

@ Kiosk leading up the Rialto

11-10-08

Male

1. What is your name?
 - Mark (made up name)
2. What is your age?
 - 47
3. How long have you lived in Venice?
 - All his life
4. Where are your parents from/are they also from Venice? (If yes, how long?)
 - Lived in Venice all their life
5. Where do you work?
 - Tourist Kiosk
6. What is your favorite part of Venice?
 - There is no traffic – Only tourists
7. What is your least favorite part of Venice?
 - No Response
8. If you could change one thing about Venice, what would it be?
 - Not a lot of things to do for younger people – There are only pubs, no discos – Son recently moved to London
9. What do you feel is an important factor that makes up your quality of life?
 - Overall Venice has a very good quality of life – Everything

Female

1. What is your name?
 - Francesca (made up name)
2. What is your age?
 - 46
3. How long have you lived in Venice?
 - All her life – Moved to Lido 5 years ago
4. Where are your parents from/are they also from Venice? (If yes, how long?)
 - Lived in Venice all their life
5. Where do you work?
 - At a glass store on the Rialto
6. What is your favorite part of Venice?
 - The rhythm of life – It's a different pace
7. What is your least favorite part of Venice?
 - She does not like the commercial center – It is too busy and there are only tourist shops that are open – All of the traditional shops have closed – Over the last 10 years Venice has changed quite a lot – Life is different
8. If you could change one thing about Venice, what would it be?
 - Everything in Venice is expensive – Very expensive for students – All apartments are geared towards students and tourists which raises the cost – Everything is bars– Venice is very fragile (the vaporette affect the buildings) the city is in trouble
9. What has the government done to help the people?
 - The government hasn't done anything, they just peg for votes from the different areas – It is almost like a cast system – The taxi drivers are on top
10. Do you have any kids?
 - She has 4 daughters – One set of triplets that are 20 (all go to the university here in Venice) and a 16 year old – She likes to think that they all have similar views as her

Male

1. What is your name?
 - Andrea
2. What is your age?
 - 31
3. How long have you lived in Venice?
 - Does not live in Venice – Lives in Mestre – Went to school in Venice – Had to take a final exam and through this he met Alberto – He worked on a project and then got a job offer
4. Where are your parents from/are they also from Venice? (If yes, how long?)
 - They have lived in Mestre their whole life
5. Where do you work?
 - VPC – Does Cartographic and GIS Mapping – Collects data and then represent it
6. What is the biggest difference between Venice and Mestre?
 - Fun and amusement
7. What is life in Venice like?
 - You have to walk to get to things
 - Tourists
 - No cars and no pollution
 - Relaxation – No stress – You do things without looking at the time
 - If you want to work with tourists or within the arts you work in Venice
 - Venice is a bubble – You think differently
 - Venice is a question of time and money – If you aren't concerned with this then you are good to live here
 - Not enough job positions for people – If there is an overpopulation of one type of skill people will have to leave
8. What is life in Mestre like?
 - You don't spend time waiting
 - You can have cars and motorbikes
 - Not relaxed at all, but there is no stress – You don't have to wait on lines

- People move to Mestre because of money
- Parking and noise are an issue
- Life is frantic
- Factory jobs

9. How does money differ?

- 33% of things in Venice are overpriced
- 80 sq. meter apartment in Mestre is 700 Euros a month
- 65 sq. meter apartment in Venice is 800 Euros a month

@ Bookstore near Rialto

11-11-08

Female

1. What is your name?
 - Francesca
2. What is your age?
 - 40
3. How long have you lived in Venice?
 - 12 years
4. Where are your parents from/are they also from Venice? (If yes, how long?)
 - Parents from Tuscany
5. Where do you work?
 - Bookstore near the rialto
6. What is your favorite part of Venice?
 - Cannaregio area and the community life, human relationships
7. What is your least favorite part of Venice?
 - Everything is expensive, crowded, tourism
8. If you could change one thing about Venice, what would it be?
 - Less people, more services for residents, shops for residents, too many tourist stores
9. What do you feel is an important factor that makes up your quality of life?
 - Quiet, no cars, noise, walking forces you to meet people
10. If we have more questions would we be able to contact you? If so, how?
 - francescapagliarato@hotmail.com

@ Shop near Arco

11-11-08

Male

1. What is your name?
 - Marino
2. What is your age?
 - 47
3. How long have you lived in Venice?
 - All of his life
4. Where are your parents from/are they also from Venice? (If yes, how long?)
 - Parents are from Venice, have lived there for 60 years
5. Where do you work?
 - Glass/mask/statue store
6. What is your favorite part of Venice?
 - Born in Venice, loves Cannaregio, community life
7. What is your least favorite part of Venice?
 - People from other countries (not tourists), old Venice is gone, expensive
8. If you could change one thing about Venice, what would it be?
 - Clean up the city, garbage, dogs poop etc.
9. What do you feel is an important factor that makes up your quality of life?
 - Culture, art, preserving history
10. If we have more questions would we be able to contact you? If so, how?
 - Gave us a contact card

@ Jewelry store near Arco

11-11-08

Male

1. What is your name?
 - Sebastiano
2. What is your age?
 - 70
3. How long have you lived in Venice?
 - All of his life
4. Where are your parents from/are they also from Venice? (If yes, how long?)
 - Dad from Padova, Mom from Treviso
5. Where do you work?
 - Jewelry/postcards/film/glasswork store
6. What is your favorite part of Venice?
 - Quiet city, air, no cars, on/in water
7. What is your least favorite part of Venice?
 - Too many tourists, gets loud in the summer
8. If you could change one thing about Venice, what would it be?
 - Too many tourists, stores are catered towards tourism
9. What do you feel is an important factor that makes up your quality of life?
 - Tourists in Venice, they define the city
10. If we have more questions would we be able to contact you? If so, how?
 - Gave us a Contact card

@ In glass store near Arco

11-11-08

Male

1. What is your name?
 - Not given
2. What is your age?
 - 37
3. How long have you lived in Venice?
 - Lives in Mestre
4. Where are your parents from/are they also from Venice? (If yes, how long?)
 - Mestre
5. Where do you work?
 - Fancy glass store near Arco
6. What is your favorite part of Venice?
 - Art and history
7. What is your least favorite part of Venice?
 - Everything is very expensive
8. If you could change one thing about Venice, what would it be?
 - Does not like the high tides
9. What do you feel is an important factor that makes up your quality of life?
 - Healthcare and safety, no crime VENICE IS LIKE AN "INDIAN RESERVE"
10. If we have more questions would we be able to contact you? If so, how?
 - No

@ Mask shop near rialto

11-11-08

Female

1. What is your name?
 - Laura
2. What is your age?
 - 44
3. How long have you lived in Venice?
 - Lives in Mestre
4. Where are your parents from/are they also from Venice? (If yes, how long?)
 - Mestre
5. Where do you work?
 - Montelvini bar, on the Strattanouva
6. What is your favorite part of Venice?
 - Air quality
7. What is your least favorite part of Venice?
 - Mobility is hard, use boats but they are sometimes slow, expensive, better prices in Mestre, city is made for tourists
8. If you could change one thing about Venice, what would it be?
 - Easier to move around in Mestre, too many tourist shops, housing is only for the rich, clean up city, M.O.S.E project and moto-endoso should be the main priorities
9. What do you feel is an important factor that makes up your quality of life?
 - Mobility, prices
10. If we have more questions would we be able to contact you? If so, how?
 - Card?

@ Mask shop on Street on right after Rialto Market

11-11-08

Female

1. What is your name?
 - Maria
2. What is your age?
 - 25
3. How long have you lived in Venice?
 - All her life
4. Where are your parents from/are they also from Venice? (If yes, how long?)
 - Lived in Venice all their life
5. Where do you work?
 - Shoe Store by the Rialto
6. What is your favorite part of Venice?
 - The Rialto – Lives and works there – There are more Venetians there than other areas – Wouldn't want to live somewhere else
7. What is your least favorite part of Venice?
 - It is more expensive than it used to be – It is built for tourism – There used to be separate stores for various things, but now there are very few Venetian stores
8. If you could change one thing about Venice, what would it be?
 - Have it be the way it used to be when everything was built only for the Venetians
9. What do you feel is an important factor that makes up your quality of life?
 - Didn't understand question
10. If we have more questions would we be able to contact you? If so, how?
 - Stop back in Store

Male

1. What is your name?
 - Steve
2. What is your age?
 - 38
3. How long have you lived in Venice?
 - For 35 years and then moved to Mestre 4 years ago
4. Where are your parents from/are they also from Venice? (If yes, how long?)
 - Lived in Venice all their life
5. Where do you work?
 - Behind the desk at Hotel Rialto
6. What is your favorite part of Venice?
 - His friends – There is a lot to do with your friends – Lagoon tour and sightseeing
7. What is your least favorite part of Venice?
 - Transportation – You can't have a car or motorbike – It is hard to get around
8. If you could change one thing about Venice, what would it be?
 - Publicity for Venetians – There are so many people leaving Venice and no one seems to care –
Wishes that would be different
9. What do you feel is an important factor that makes up your quality of life?
 - His home/family
10. What has the government done to help the people?
 - The government hasn't done anything to help

@ Mask shop before the Rialto on the left

11-11-08

Female

1. What is your name?
 - Alice
2. What is your age?
 - 35
3. How long have you lived in Venice?
 - Does not live in Venice – Lives in Padua
4. Where are your parents from/are they also from Venice? (If yes, how long?)
 - Live in Padua also
5. Where do you work?
 - Mask Store before the Rialto on the left only 3 days a week – Goes to school to finish her degree in language/writing
6. What is your favorite part of Venice?
 - The story behind Venice – Carnival
7. What is your least favorite part of Venice?
 - Very expensive, especially in the area where she works – Doesn't like the people and the traffic – It is too busy
8. If we have more questions would we be able to contact you? If so, how?
 - Stop back in Store

@ Mask shop on Street on right after Rialto Market

11-11-08

Male

1. What is your name?
 - Spike
2. What is your age?
 - 45
3. How long have you lived in Venice?
 - All his life
4. Where are your parents from/are they also from Venice? (If yes, how long?)
 - Lived in Venice all their life
5. Where do you work?
 - Gondola guy by Coin
6. What is your favorite part of Venice?
 - The neighborhood he lives in – Costello – His family
7. What is your least favorite part of Venice?
 - San Marco
8. If you could change one thing about Venice, what would it be?
 - It is a different life in Venice – The people and the tourists
9. What do you feel is an important factor that makes up your quality of life?
 - Didn't understand question

@ Jewelry store on Rialto

11-11-08

Female

1. What is your name?
 - Kimberly
2. What is your age?
 - 26
3. How long have you lived in Venice?
 - Does not live in Venice – Lives near Ponte de Bran
4. Where are your parents from/are they also from Venice? (If yes, how long?)
 - They live near Ponte de Bran
5. Where do you work?
 - Jewelry store on the Rialto
6. What is your favorite part of Venice?
 - Doesn't like anything about the city
7. What is your least favorite part of Venice?
 - There is nothing to do – Too many people – No bars and discos

Male

1. What is your name?
 - Fabio
2. What is your age?
 - 47
3. How long have you lived in Venice?
 - Lived in Venice until he was 17 – Then moved back from 88' to 96'
4. Where are your parents from/are they also from Venice? (If yes, how long?)
 - Lived in Venice all their life
5. Where do you work?
 - WPI
6. What is your favorite part of Venice?
 - The pace of life “less hairy” – The interaction with people – You run into people randomly on the street – Even if you are busy it doesn’t really seem to make your life stressful – Life is not hectic– There are no cars so you have to walk everywhere which allows you to interact with more people – Beauty of the Environment
7. What is your least favorite part of Venice?
 - The “slowness” of which things happen (this is both good and bad) – Progress is a lot slower – It takes forever for people to make a decision and even then they don’t really make one – The city is not efficient – Things get dragged out – It would be harder to live in Venice if he didn’t move around a lot – There are provincial personal and local obstacles – Everyone knows everyone which can create bad vibes – You can create enemies quickly especially when you take sides – You work at the mercy of people – You only look at things from one perspective – Short term interests run the city – Politics are a big problem – Politics are frustrating - The “top people” aren’t always great – You need to work your way through ranks and parties – 40 x Venice is a breath of fresh air – It is a hidden generation – If you lived here all your life you get frustrated
8. If you could change one thing about Venice, what would it be?
 - Take all of the prices and bring them down – Proposals over the years have tried to do this – Properties and Housing remains the biggest issue – There availability of jobs – Generate an industry that’s green, a new sizeable opening for employment – New high tech industry – Municipal data management – Create a center of excellence – Create jobs – Help Venice help themselves – There is

only help for new companies that want to open, but not for companies that have been here all along
– All spaces are being eaten up by hotels – Maybe make a system to help tourism – Create a local talent for new jobs – Right now the government and people only think short sided – People expect there to be changes overnight but don't want to try and help any aspects – No one wants to help save the people

9. What do you feel is an important factor that makes up your quality of life?

- The pace of life and human scale of the city – Things are made for people and humans and not for cars – You have your friends and family, but a lot of rumors can be started and made up – Being successful is something to be envious of – Emerging community with 40 x Venice – This can be twisted into a political movement

Other Notes:

- The old stores have closed down and the tourists shops have pushed in – The food stores closed and then other stores came in to take them over – This was caused by population and demographics – There is a certain cluster of food stores that need to be together – Once you have one of these stores people will have to go elsewhere so eventually you just buy everything in that new place – This is only a THEORY – There is only some data to help support this
- Saint Elena had 3 stores, a fish store, butcher, hardware store, and bakery – Everything was there that you would have needed – In the 80's stores began to dwindle down and eventually they all closed – New stores are finally starting to open again
- Sometimes you can feel left out of the community – Stores will move out that you are familiar with and then new ones will come in – This could be a reason as to why you don't like a neighborhood that you used to like
- People who like cars want freedom of movement – It is easier to get around
- No cars can do with the pace/rhythm of life – This can be a topic all on its own – HUMAN SCALE – You rub elbows with people everyday – You meet with them in the street and stop to talk to them for a bit
- It is hard to have a boyfriend or girlfriend in Venice – The walls have eyes – You can't go anywhere without people watching you
- The boundaries of your world are small – You don't go over the bridge
- Bunch of little villages – There are a lot of parts that you haven't been to
- Basketball brought him to Lido – Lido didn't exist until the 30's

- Giuedecca is a really tight community - One main road with side penetrating streets – There are very distinct neighborhoods – It is a small world
- A lot of his friends have moved elsewhere – They would probably come back if they could

Other people to talk to:

- Giovanni Ciato – Works at the archives
- People from the rowing club
- Sponsors for other groups
- Mobility office – Manelle Modoro
- Franco Furine – Planned subway for Venice

Male

1. What is your name?
 - Alberto
2. What is your age?
 - 42
3. How long have you lived in Venice?
 - All his life
4. Where are your parents from/are they also from Venice? (If yes, how long?)
 - Lived in Venice all their life
5. Where do you work?
 - Works in the VPC/Went to school to be an architect
6. What is your favorite part of Venice?
 - It is quiet – There are many good friendships – You don't have to hurry from one place to the next – It is an easy way to live
7. What is your least favorite part of Venice?
 - It is too quiet sometimes – When he was young it was not a good thing that it was quiet all of the time – He likes that aspect of Venice now though – Would not want to move away
8. If you could change one thing about Venice, what would it be?
 - The prices of things – The cost of life is very expensive – Not only are houses expensive, but day to day goods are also – Not really food though – People will go to the mainland to shop because it is cheaper
9. What do you feel is an important factor that makes up your quality of life?
 - The rhythm of things – Life is relaxed and everything is easy
10. What has the government done to help the people?
 - There are a lot of things that the government does not do – They only help tourism stuff and do not help the inhabitants
11. Is there anyone else that we could talk to?
 - His wife who works in City Hall

Male

1. What is your name?
 - Giovanni
2. What is your age?
 - 53
3. How long have you lived in Venice?
 - All his life
4. Where are your parents from/are they also from Venice? (If yes, how long?)
 - Lived in Venice all their life
5. Where do you work?
 - The historical archives
6. What is your favorite part of Venice?
 - Everything – The walking and the water – There are only 2 levels of transportation – It is very separate yet very modern – Both are important – Venice was built facing the water – It is a great place to work – You can get out and see the sights – It is a different pace of life because there are no cars – You meet people on the streets – There are many meeting points throughout the city – Life is centered outdoors – People know each other – You will often just run into people on the street
7. What is your least favorite part of Venice?
 - There are too many things that are pointed toward tourism – There are masses of daily tourist – They don't leave anything behind and they don't help anything – There is a lack of activities to do with culture – You need to see Venice the way people who live here do and tourists don't do that
8. If you could change one thing about Venice, what would it be?
 - There is way too much motor boat traffic especially in the summer time – There is too much lagoon activity – There is a high pressure of boats on the city – There are too many taxis – It is not the proper way to move around the city – There are too many waves against the buildings – Not safe – Moto Ondoso
9. What do you feel is an important factor that makes up your quality of life?
 - You can go around the city and find new things all the time – There are palaces and art – It's the way of life of the Venetians – It is tranquil and safe
10. What has the government done to help the people?

- They tried to follow up on tourism and traffic issues, but did not manage to control it – There is an old population of people and people are leaving the city

Male

1. What is your name?
 - Giovanni
2. What is your age?
 - 42
3. How long have you lived in Venice?
 - All his life – Only left Venice for a short period of time – Had to do civil service for a year for the Italian government – Was near Trieste
4. Where are your parents from/are they also from Venice? (If yes, how long?)
 - Lived in Venice all their life – His grandparents have also live here for all of their life
5. Where do you work?
 - Owns the Mondadori Bookstore (Opened in 2004) – Also owns the Liberia Tolerta which is by the Academia (It is a historical bookstore that was opened in 1933)
6. What is your favorite part of Venice?
 - Life is casual – Dorsoduro – Likes the neighborhood and environment – The area near the Peggy Guggenheim – Its beautiful – The aesthetics – The environment has not lost its inhabitants – Cannaregio and Costello have stayed the same for the most part – Santa Marta is in Dorsoduro – Oil spot that is spreading – Changing the environment
7. What is your least favorite part of Venice?
 - Up until 3 or 4 years ago he did not like San Marco – Does not like Lista di Spana – It is the stretch from the train station to San Marco (Campo San Gerio) – Most crowded part of Venice – A lot of tourists – Stores are different – Does not like San Marco because many Venetians have left – People would usually meet in the square but now it has become the place for only tourists – The bookstore is located in San Marco to try and bring Venetians back to San Marco – It is important to bring the Venetians back
8. If you could change one thing about Venice, what would it be?
 - The government of tourism – Tourism is completely free – There are no rules or regulations – You can open any store that you want to (i.e. Glass store or mask store) – A great deal of shops have turned into tourist shops – Stop the transformation and limit the shops – People have been leaving Venice to move to Padua and Mestre and this needs to stop
9. What do you feel is an important factor that makes up your quality of life?

- There is an absence of cars – You have to walk around – Life is completely on the streets – This is the biggest difference from most cities

10. Is there anyone else that we could talk to?

- Marina Dragotto (dragotto@luav.it)

Other Notes:

- Tourists can be controlled by the Commune di Venezia – 1998 Italian Government changed law which changed hops to be free to change – This is a good law in general but dangerous for historical centers (Rome, Florence, Venice) – Venice has not been able to expand – It is closed off and can only go so far
- For historical centers there must be a way to change the hops and even the houses – They should not be able to be converted
- 2002 Regional Law – Before if you wanted to make a bed and breakfast of a fittercamera (?) you had to get permission from the city – After the law changed and was taken away and if you want to change a normal house into a fittercamera (?) you can do so without permission from the city

Appendix C – Coding

Quality of Life Topics	Key Words
Political and Social Environment (Stability and Security)	Politics
	Safety
Economic Environment	Expensive
	Tourism
Socio-Cultural Environment	Art
	History
Medical and Health Considerations	Health
	Cleanliness
	Air Quality
Schools and Education	
Public Services and Transportation	Crowded
	Mobility
	Moving Around
	No Traffic
Recreation	Social Life
	Happiness
Consumer Goods	Shop Variety
	Venetian Shops
Housing	Housing
Natural Environment	Environment
	High Tide

Material Wellbeing	Money
	Salary
Family Life	Family
Community Life	Cannaregio
	Carnival
	Castello
	Rialto
	San Marco
	Friendship
	No Privacy
Job Security	Job Variety
Gender Equality	
Demography	
Civic Involvement	
Pace of Life	No Cars
	Rhythm
	Quiet
	Slow Moving
	Human Scale
Nothing	Nothing

Appendix D – Categorization of Stores from Retail E'05 Project

Category	English Store Type
Art/ Antiques	Antiques
	Art
Basic Necessity	Bread
	Fish
	Foods
	Fruit/ Veg Stand
	Supermarket
	Deli
	Dairy Products
	Bakery
	Butcher
Clothing/ Accessories	Shoes
	Clothing
	Optical Store
	Jewelry
	Bags
Food Service	Sweets
	Ice Cream
	Restaurant
	Wine Cellar
	Deposit
	Bar

Health/ Beauty	Cosmetics
	Orthepedic
	Pharmacy
	Erboristeria
Ignore	Ignore
	Closed
Service	Ironing
	Mortuary
	Travel Agency
	Florist
	Utilities
	Video Rental
	Electronics
	Wood/ Coal
	Gym
	Carpentry
	Hair Salon
	Ice Factory
	Bookstore
	Boat
	Electricity/ Water
	Bank
	Workshop
	Metal Work

	Real Estate Agency
	Postal Service
	Photo Shop
	Pet Accessories
	Stationary
	Gas Station
	Misc
	Repair
	Laundry Service
	Textiles
	Toy store
	Household Appliances
	Household Textiles
	Household Goods
	Tobacco Store
Tourist	Information
	Souvenirs
	Exchange
	Hotel